



Stakeholder identification and Engagement (Buy-in)

Definition

Stakeholders can be individuals, groups, functions or organisations who have an interest or are able to influence others.

Stakeholder Analysis is the technique used to identify the key people who are affected by the change and includes:

- Consideration of their needs and wants
- How to engage them in your idea and the process

When is this useful?

To analyse who will be impacted by changes and how they might be impacted.

Whenever you are implementing change or considering process or service improvement

What does it do?

- Identifies who might have useful ideas about what needs to be improved and how it might be improved.
- Identifies the people who you need to influence in terms of bringing about improvements
- To analyse what, when and how you should communicate to people and how they could be involved.
- Identifies people who will help you to 'champion' the change.

Considerations

- That different stakeholders have different needs
- That some stakeholders may have vested interests in certain processes or procedures

How do I do it?

- Identify stakeholders
- Analyse stakeholders
 - see diagram
- Then map your key stakeholders onto the Commitment Curve
 - [see](#) PPT
- Consider each one and map where you would like them to be.
- Consider and note actions as to how you will move these stakeholders from their current positions to where they need to be.
- Take action
- Review process

Further Resources:

Add Contact details for Stakeholder Analysis Group

[Stakeholder Analysis Guidance](#)

