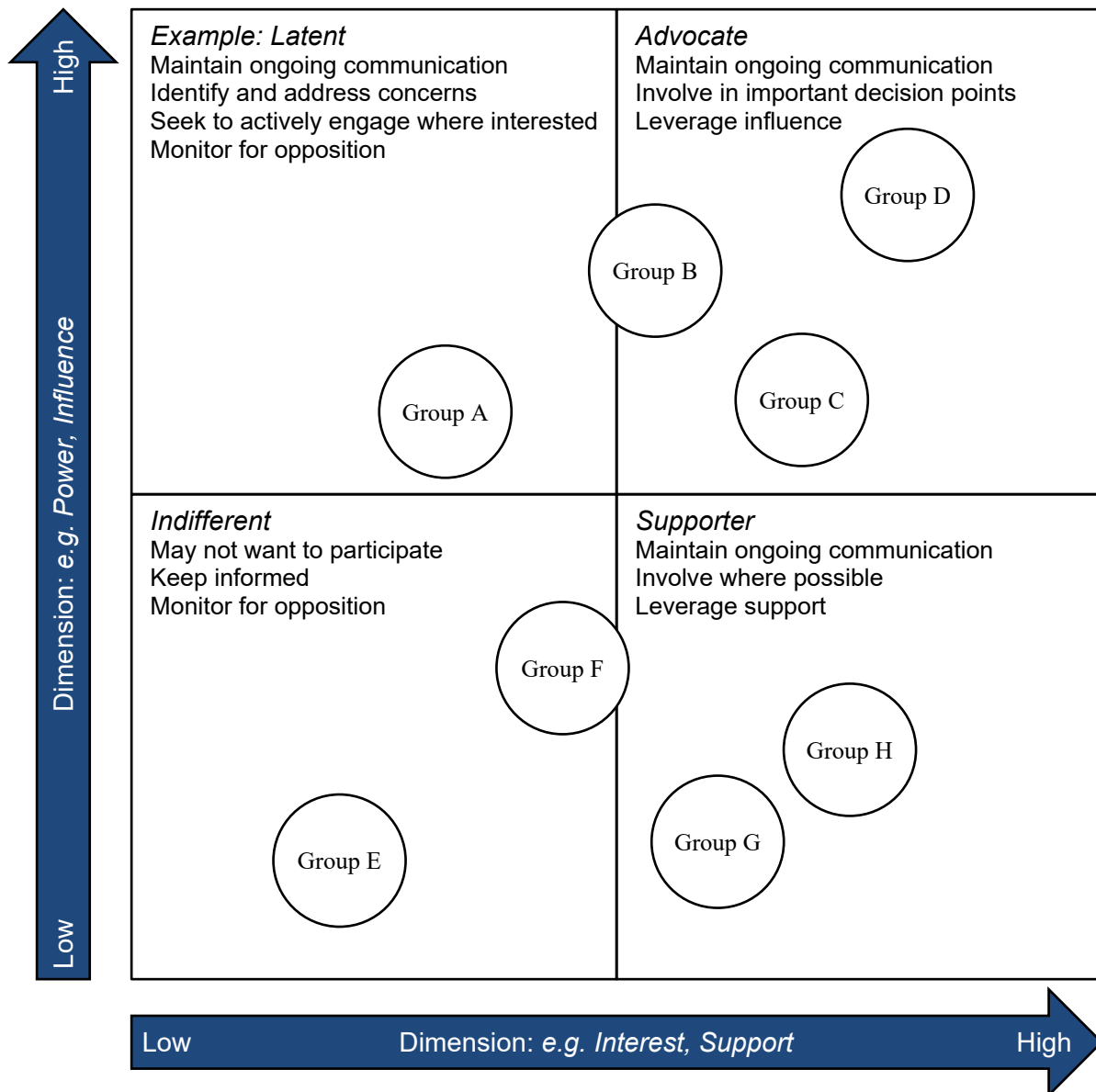


Exercise 2: Stakeholder Analysis Matrix

Use the following space or a large sheet of paper to identify and classify stakeholders according to selected dimensions. Represent one stakeholder dimension along each axis. If desired, use different symbols, colors, sizes or lines to represent a third dimension (i.e. size of symbol = degree of influence). Begin to make note of potential strategies to involve each group. This type of exercise is useful for analyzing how stakeholders relate to an issue or process, and identifying methods to engage stakeholders.



Stakeholder Dimensions:

Power: the power a stakeholder has over the decision

Influence: the ability of a stakeholder to influence other stakeholders

Impact: the degree to which the decision will impact each stakeholder

Interest: the perceived level of interest that each stakeholder has in the decision

Support: the degree to which a stakeholder supports or opposes the project

Resources: the level of resources a stakeholder is able to bring to the process

Knowledge: the level of knowledge a stakeholder has about the project

Adapted from *Tools for Institutional, Political and Social Analysis of Policy Reform: Annex*. 2007. The World Bank.