

Stakeholder Mapping Cheat Sheet

Complete Steps 1–4 before running this process. The map is only as useful as the decision space it is built around.

SEQUENCE CHECK

Confirm before mapping: (1) Decision space is mapped – what decisions are genuinely open? (2) Constraints are documented – what is non-negotiable? (3) Objectives are defined – what decisions does each objective inform? (4) Engagement level is confirmed – what influence can you genuinely offer?

THE FOUR QUADRANTS – POWER VS STAKE

Players High Power · High Stake

Will engage regardless. Decision-makers, funders, regulators, organised advocacy. They find you.

Strategy: Don't over-invest here. Energy spent on Players displaces outreach to groups who won't appear uninvited.

Context Setters High Power · Low Stake

Can block or enable; limited direct interest. Permitting agencies, elected officials.

Strategy: Strategic engagement at key decision points only – a briefing or formal invitation to comment.

Subjects High Stake · Low Power

Directly affected; least likely to appear without active outreach. Users, underserved communities, frontline workers.

Strategy: Identifying a Subject group as key is a commitment. It means resourcing outreach that addresses their specific barriers.

The Crowd Low Power · Low Stake

General communications are appropriate: a notice, a newsletter, an online survey.

Strategy: Watch for the tendency to spend time here because it feels safe. Redirect energy to higher-stake groups.

THE COMMITMENT PRINCIPLE

The number of stakeholders is not the measure of a good map. A map is good when it identifies who is hard to reach and makes a concrete plan to reach them. Easy-to-reach groups will appear regardless.