



College of Public Health and Human Sciences

Activity: Stakeholder Analysis

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What do we mean by stakeholders and their interests?

- Those who may be affected by or have an effect on an effort.
- Those interested for academic, political, or philosophical reasons.
- They can be divided into primary, secondary, and key stakeholders.
- Their interests depend on how they affect or are affected by the effort, and can span a broad range of categories.

Why identify and analyze stakeholders and their interests?

- It puts more ideas on the table.
- It includes varied perspectives from all sectors and elements of the community affected.
- It gains buy-in and support for the effort from all stakeholders.
- It saves you from being blindsided by concerns you didn't know about.

Why identify and analyze stakeholders and their interests?

- It strengthens your position if there's opposition.
- It increases the credibility of your organization.
- It increases the chances for the success of your effort.

Who are potential stakeholders?

Primary stakeholders:

- Beneficiaries or targets of the effort.

Secondary stakeholders:

- Those directly involved with or responsible for beneficiaries or targets of the effort.
- Those whose jobs or lives might be affected by the process or results of the effort.

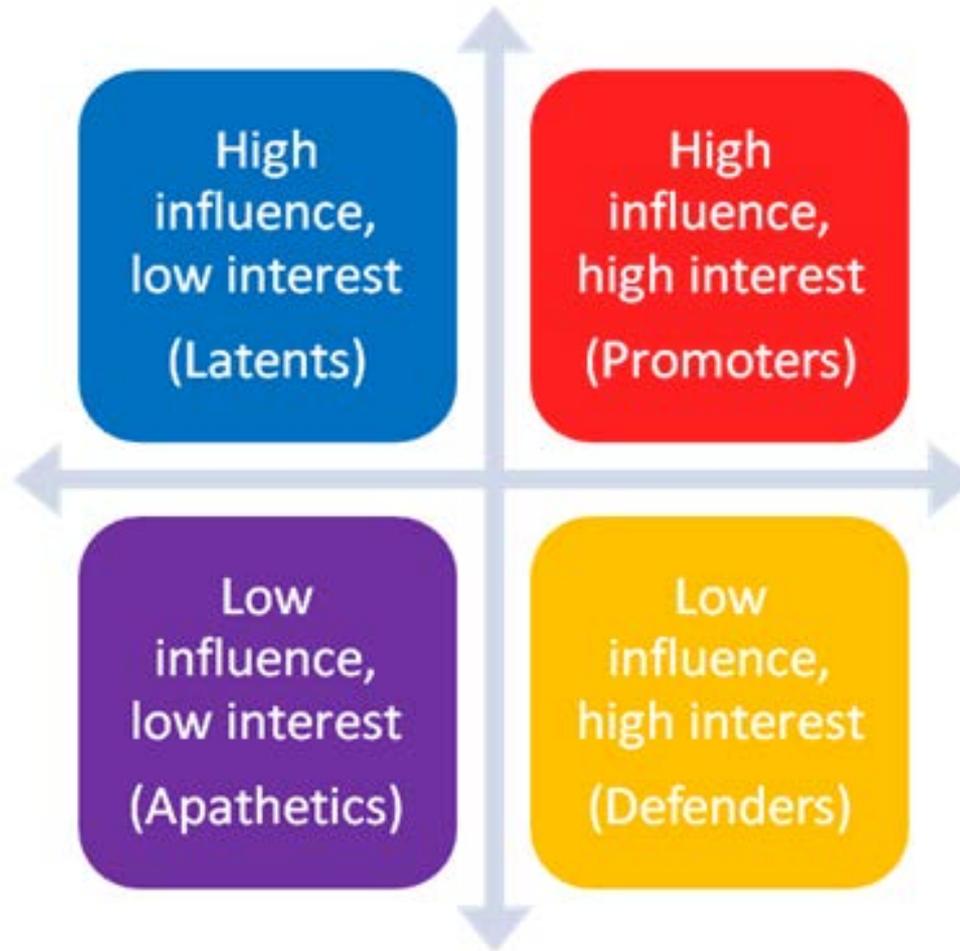
Key stakeholders:

- Government officials and policy makers.
- Those who can influence others.
- Those with an interest in the outcome of an effort.

When should you identify stakeholders?

As early in the process as possible!

Apply stakeholder analysis / stakeholder mapping



Stakeholder Analysis

1. Promoters have both great interest in the effort and the power to help make it successful (or to derail it).
2. Defenders have a vested interest and can voice their support in the community, but have little actual power to influence the effort in any way.
3. Latent have no particular interest or involvement in the effort, but have the power to influence it greatly if they become interested.
4. Apathetic have little interest and little power, and may not even know the effort exists.

Identifying stakeholders and their interests?

- Brainstorming.
- Collecting categories and names from informants in the community.
- Consulting with organizations that either are or have been involved in similar efforts, or that work with the population or in the area of concern.
- Getting more ideas from stakeholders as you identify them.
- If appropriate, advertising.

Identifying stakeholders and their interests?

- Newspaper
- Institutional reports and publications
- Speeches
- Political platforms
- Organization annual reports

It is important to consider the potential stakeholders in different geographical areas

Identifying stakeholders in health care quality issues?

- Providers: Tend to view quality in a technical sense – accuracy of diagnosis, appropriateness of therapy, health outcome
- Payers: Focus is on cost-effectiveness
- Employers: Want both to keep their costs down, and to get their employees back to work quickly
- Patients: Want compassion as well as skill with clear communication

Identify stakeholder Interests

Discover and try to understand stakeholder interests by asking them what's important to them.