



Stakeholder Analysis

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Learning Objectives

- Learn the tools for stakeholder analysis.
- Apply these tools in the Sarangaya case.



Session Overview

- Targeting Strategies
- Application to Sarangaya case.
- Power-Influence Matrix
- Application to Sarangaya case.

Targeting Strategies



| | | | | | |
|---------------------------------|----------------------|-----------------------------------|---------------------------------|------------------|---------------------------------|
| Immovable opponents | Opponents | Uncommitted and uninvolved people | Uncommitted and involved people | Allies | Hardcore allies |
| <i>Offer minimal persuasion</i> | <i>Deactivate or</i> | <i>Offer minimal persuasion</i> | <i>Activate</i> | <i>Reinforce</i> | <i>Offer minimal persuasion</i> |

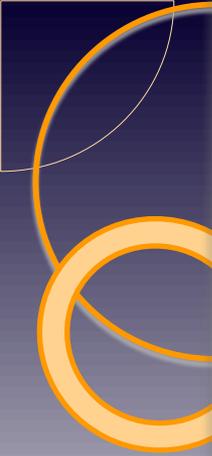


Sarangaya Case

- **Group Work**
- Describe the position on reform of the 9 stakeholders in the case.



Group Reporting



Forming a Coalition

- **Group Work**
- Are there potential coalitions that might form?
- What would the goals of this coalition be?



Group Reporting

Power-Influence Matrix

| | | |
|------------------|---|---|
| High Interest | “Advocates”: high interest, low power | “Players”: high interest, high power |
| | “The Crowd”: low interest, low power | “Context-setters”: low interest, high power |
| Low | | |
| | Low | High |
| | Power | |



Group Reporting



Sarangaya Case

- **Group Work**
- Describe the power and influence of the 9 stakeholders in the case.



Group Reporting



Wrap-up



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