



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

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