



Training in Research Management

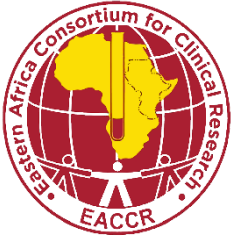
Choosing Stakeholders & Stakeholder Analysis for a Research Project

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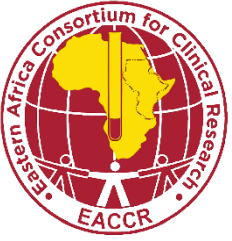
Learning Outcomes

Participants should be able to understand :

- The purpose and approach to stakeholder analysis
- Key factors to consider when conducting a stakeholder analysis.
- Process of stakeholder analysis.



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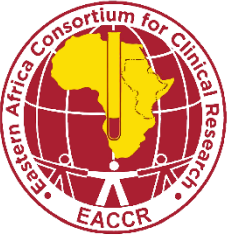


Key Definitions

- Stakeholders in a research/ or policy process are **actors (persons, programs or organizations/institutions)** with a vested interest in the research/ outcomes or policy being promoted.
- Stakeholder analysis: Is an approach or set of tools for generating knowledge about actors



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Why stakeholder analysis?

- To analyze past experience: to understand how policies have developed, how actors have influenced that process.
- A strategic management tool: to assess the feasibility of future policy directions;-1) to facilitate the project implementation -2) to develop strategies for stakeholders' engagement



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Why stakeholder analysis?

To identify the key actors and ;

- Assess their knowledge, interests, positions, alliances, and importance related to the research/or research outcome (policy).
- Allow for effective/free interaction with key stakeholders and;
- Increase support for a given research and its outcomes.



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Stakeholder Characteristics to analyze -1

- Knowledge of the research/or outcomes - policy,
- Levels of interests/ or influence and power/importance related to the research/or policy,
- Position for or against the research/or policy,
- Potential alliances with other stakeholders,



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Stakeholder Characteristics to analyze -2

- Ability to affect or be affected by the research/ or policy process (through power and/or leadership)
- Ability to detect and act to prevent potential misunderstandings about and/or opposition to the research and its outcomes.
- Potential to guide the implementation of the research.





Four-step process for Stakeholders analysis

1. Identify the stakeholders.
2. Create a Stakeholder Map.
3. Identify Stakeholder Allegiance.
4. Create a Stakeholder Management Strategy.



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1. Stakeholder Identification

Stakeholder	Stake in the project	impact	What do we need from them	Perceived attitudes/risks	Stakeholder Magt strategy	Responsibility



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2. Stake holder Matrix

INFLUENCE OF STAKEHOLDER

		STAKEHOLDER MATRIX			
		UNKNOWN	LITTLE/NO IMPORTANCE	SOME IMPORTANCE	SIGNIFICANT IMPORTANCE
SIGNIFICANT INFLUENCE	C		A		
SOMEWHAT INFLUENCE					
LITTLE/NO INFLUENCE	D		B		
UNKNOWN					
		IMPORTANCE OF STAKEHOLDERS			



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3. INTERPRETATION OF THE ANALYSIS

INTERPRETATION OF THE ANALYSIS	
KEEP SATISFIED	MANAGE CLOSELY
MONITOR (MINIMUM EFFORT)	KEEP INFORMED





4. Identify Stakeholder Allegiance

ASSESSMENT	DEFINATION	HOW TO MANAGE
ADVOCATES	Drivers for the change	Use as promoters
FOLLOWERS	Have low understanding	Keep informed and positive
INDIFFERENT	Yet to take definitive position	Seek their views on key issues and address concerns
BLOCKERS/OPPONENTS	Shows resistance to the project	Use conflict management techniques





Thank you

