

Stakeholder Map Template

This Stakeholder Mapping worksheet helps you identify and prioritize stakeholders based on their influence and power.

1. Stakeholder List (Brainstorm)

Make a list of the people in your organization who could help you make progress with your advocacy goals. These could be people in more senior positions or in adjacent departments who might help you reach higher up the organization in time.

Stakeholder name	Role / Department	Why they matter	Notes

2. Stakeholder Rating (Power and Influence Scores)

Your ratings don't need to be perfect—simply assess stakeholders as you perceive them, relative to one another.

Stakeholder	Power (1–5)	Influence (1–5)	Total (Power x Influence)

	1	2	3	4	5
5	5	10	15	20	25
4	4	8	12	16	20
3	3	6	9	12	15
2	2	4	6	8	10
1	1	2	3	4	5

3. Power–Influence Matrix

Use your total ratings to position your stakeholders in the grid below:

2. High Power – Low Influence (12-19)	1. High Power – High Influence (20-25)
4. Low Power – Low Influence (1-5)	3. Low Power – High Influence (6-11)

4. Engagement Strategies

Use this section to outline how you will engage the stakeholders in each quadrant—for example, an introduction and coffee, an intranet blog post, asking to join a working group...

Quadrant 1: High Power – High Influence

Stakeholder	Engagement Strategy

Quadrant 2: High Power – Low Influence

Stakeholder	Engagement Strategy

Quadrant 3: Low Power – High Influence

Stakeholder	Engagement Strategy

Quadrant 4: Low Power – Low Influence

Stakeholder	Engagement Strategy

4. Engagement Priority Summary

Bring together your stakeholder names, ratings and strategies into this summary table to identify your priorities for engagement:

Priority Level	Stakeholders	Approach
Immediate priority (Quadrant 1)		
Secondary priority (Quadrant 2 and 3)		
Monitor (Quadrant 4)		

