

Stakeholder Identification and Analysis Technique

Stakeholder Analysis is the **technique** used to **identify** the key people/ stakeholders who should be included in the evaluation process.

- ✓ Bring together a small group of participants who support the evaluation to brainstorm the list of potential stakeholders
- ✓ Prepare a separate flip chart sheet for each stakeholder, placing a stakeholder's name at the top of each sheet and two columns underneath.
- ✓ Have group members discuss the stakeholders stake or interest in the program and evaluation by creating two columns and having them enter as many possibilities in each column, for each stakeholder.

| STAKE OR INTEREST IN THE PROGRAM | STAKE OR INTEREST IN EVALUATION |
|---|---|
| What does this stakeholder want to get out of the program or want the program to produce? | What does this stakeholder want to get out of the evaluation or want the evaluation to produce? |

- ✓ Have group members examine the left-hand column and make an initial assessment of how well they think the stakeholder thinks the program is doing from the stakeholder's point of view.
- ✓ Group members can also discuss:
 - What can be done quickly to satisfy each stakeholder.
 - Long-term issues with individual stakeholders.
 - How each stakeholder influences the program /evaluation.
 - Each stakeholders level of importance to the evaluation.