

## **IDENTIFICATION OF PRIMARY STAKEHOLDERS**

We identify our primary stakeholders for our new programs by:

### **Mapping**

- a) Consult the Good Sams Foundation Constitution – does it mention activities or cohorts that might be affected by the program – ie vulnerable women and children living within the regions that we service experiencing deep and persistent poverty.
- b) Brainstorm with the local team and existing primary stakeholders in other programs in and map or create a diagram to visualise and prioritise categories or groups of primary stakeholder that are impacted or will benefit from the program

### **Analysing**

Analyse your stakeholders using criteria including age, gender, influence, power, expectations, needs, risks, and opportunities. Rank and compare your stakeholders according to these criteria. Understand who are your key stakeholders, who are your secondary or peripheral stakeholders, and who are your irrelevant or negligible stakeholders. You also want to identify the relationships, conflicts, alliances, or gaps among

### **Strategising**

Identify ways to engage with your primary stakeholders using methods such as consultation, collaboration and negotiation. During this step:

- > outline your goals, actions, responsibilities and timelines for each stakeholder group
- > understand how to involve your cohorts into the design of the program's implementation, evaluation or improvement.
- > decide how to address any challenges, risks, or opportunities that might arise from your stakeholder engagement.

### **Communicating**

Create a stakeholder communication plan and define your messages, frequencies and feedback loops so you can listen, respond and adapt to primary stakeholder's feedback, concerns, suggestions, or encouragement.

Please use this tool with the [Region and Community Contextual Analysis](#) tool