


# Stakeholder Prioritisation Matrix

 1 to 1,5 hour activity

 3 - 20 participants

 A3 or bigger

In order to get your HUB up and running, you will need to prioritise key stakeholders which you have identified in Stage 1.

In Stage 2, you start to prioritise who needs to be involved, in which capacity and at what point of your journey for planning, preparing, setting up or developing your HUB IN place.


## STEPS


1. Review your initial stakeholder map and database completed in Stage 1, and work from the column 'Importance & Influence' in the database.

You can run this activity how ever much or little your database is populated at this stage.

4. Use colours to differentiate your stakeholders.

 Your supportive HUB-IN advocates (include potentials)

 Your neutral HUB-IN folks, who are neither supportive nor critical

 You critical HUB-IN blockers (include potentials)

2. Prioritise your stakeholders on the Stakeholder Prioritisation Matrix template according to the four areas:

- Manage closely
- Keep Satisfied
- Keep informed
- Monitor

3. Consider your historic urban area, surrounding areas, entire town/city and even larger region or country... and think about the following questions in relation to these different scales:

- Who will be impacted positively or negatively by the launch and development of your HUB-IN place?
- Who needs to know about this?
- Who can or will contribute to this conversation?
- Who or what is missing?
- Who could stop this project?
- Who could make it better?
- What questions would I ask as a citizen?
- Whose life or schedule stands to be altered by any aspect of this project?

## TIPS

Consider creating intervention specific 'Stakeholder matrix'. For instance one for internal stakeholders (within your organisation / company or HUB-IN project) and one for external stakeholders (the one you might need to partner with in order to implement and develop your HUB successfully).

# Stakeholder Prioritisation Matrix

 A3 or bigger

Place your stakeholders on this map depending on their level of influence and interest.

### Stakeholder colours:

**Green** - Advocate (supportive)

**Yellow** - Neutral (neither supportive or critical)

**Red / orange** - Blocker (critical)

**Manage Closely:** These are your stakeholders who have the greatest interest and influence on the project. You want to give them a status report regularly and ask for their feedback.

**Keep Satisfied:** This group is not quite as interested, but they are influential. They also need regular updates, and you want to get feedback from them before making any final decisions.

**Keep Informed:** These people tend to be the participants of the project and have less influence but are highly interested. They should be updated throughout the project, but not at the same level of frequency as the above groups.

**Monitor:** There is less influence and interest in this group, however keep them on your radar and make sure they don't miss any major issues.

