

When identifying your organization's, program's, or initiative's various stakeholders, consider each of these questions:

1. Which organizations, persons, and/or entities are stakeholders? (External and Internal)
Consider: partners, "customers," participants, funders, competitors, agencies, etc.
2. Consider the nature of their interest in, and expectations for, your organization. What do stakeholders want? Expect?
3. How does this stakeholder contribute to, or detract from, the work?
4. Are there new stakeholders on the horizon? Older stakeholders declining in importance or influence?
5. What's the value of each stakeholder? (Rate importance and influence, 0-3)

