

STAKEHOLDER ANALYSIS ASSESSMENT

Please add / change any relevant stakeholders* that are not represented on this list. Then determine the relative importance for each group of stakeholders (A–D):

A: Low influence, low interest. Here it suffices to keep an eye on the group and to give them relevant information.

B: Low influence, but high interest. With such groups, regular exchange is necessary to prevent the rise of problems.

C: High influence, low interest. In this case, every effort has to be made to satisfy their needs. Annoying 'over-information' is to be avoided.

D: High influence, high interest. If possible these groups should be made strategic partners. Every effort has to be made to satisfy their needs.

STAKEHOLDERS	A	B	C	D
Other events or organized activities in the area				
Council Team (CK3)				
National Key 3				
National Event Commissioner				
Parents				
Scouts Canada employees				
Sponsors				
Event team				
Local youth				
Municipality/local authority/government				
Partners				
Suppliers/vendors				
Local community				

* Your most important stakeholders will be analyzed through another worksheet (Template only).



STAKEHOLDERS	A	B	C	D
Senior management Scouts Canada				
Political persons of interest (if applicable)				
Press and other media (if applicable)				
Patron of host organization (if applicable)				
Other schools or organizations in the area (if applicable)				
School: parent association (if applicable)				
School: student representation (if applicable)				
Other charitable organizations (if applicable)				
Youth participants				
Adult participants				
The Duke of Edinburgh's International Award (if applicable)				
Girl Guides Canada / 4-H (if applicable)				
Group Commissioners & Committees				
Group Support Scouters				
SC Communications Team				
SC Program Support Team				

Stakeholder Map

After the evaluation, the stakeholders are placed in this map as accurately as possible.

C: Keep satisfied	D: Manage closely
A: Monitor	B: Keep informed

Stakeholder Analysis—Needs and Expectations

After identifying your most important stakeholders, use the space below to identify their communication needs and expectations. Also think about how these needs and expectations could be met. You may wish to group certain stakeholders together, as long as they are in the same ranking from above.

Stakeholder:	Ranking (A–D):
What type of information does this stakeholder NEED and why?	

Stakeholder:	Ranking (A-D):
When does this stakeholder NEED this information?	
What existing media can be used and what channel of communication will work best?	

Stakeholder:	Ranking (A-D):
What type of information does this stakeholder NEED and why?	
When does this stakeholder NEED this information?	

Stakeholder:	Ranking (A–D):
<p>What existing media can be used and what channel of communication will work best?</p>	

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<p>When does this stakeholder NEED this information?</p>	
<p>What existing media can be used and what channel of communication will work best?</p>	