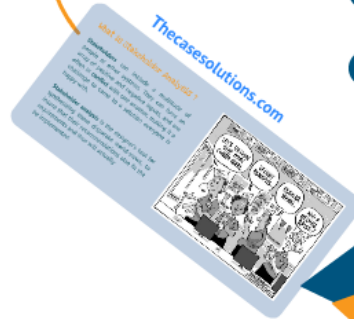


Stakeholder Analysis Tool, Spanish Version

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What Is It?



Agenda

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- What is it
- Why is it important
- How to do it
- Example
- Conclusion

Why Important?



How To Do It?

STEP 1 Identify Stakeholders

Collect and Analyze Stakeholder Information

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- Understand the system through reviewing documents and organizational charts
- Interview all types of stakeholders
- Have meeting or workshop

STEP 2 Prioritize Stakeholders

Interview

Open Questions

- What interests does each stakeholder have in the project?
- How important are these interests?
- How important are these interests to the project?
- How important are these interests to the project?
- How important are these interests to the project?

STEP 3 Understand Stakeholder Perspectives

Interview

Open Questions

- What interests does each stakeholder have in the project?
- How important are these interests?
- How important are these interests to the project?
- How important are these interests to the project?
- How important are these interests to the project?

STEP 4 Incorporate stakeholder perspective into design

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Preliminary Planning

- Interview, importance, and involvement of each stakeholder
- Particular efforts needed to involve important stakeholders who lack influence
- Appropriate forms of participation throughout the project cycle

Thank You for Listening!

Conclusion

Conclusion

Pros

- Effective tool for identifying problems early on
- A great way to improve the final outcome of a project
- Design recommendations are more likely to gain acceptance
- Highly beneficial in the long run
- Familiarizing with stakeholders can be good for communication

Cons

- It takes time and adds to the amount of work for a project
- Stakeholder interviews can sometimes have unintended consequences

Problems

1. The lack of emotional care to employees
2. The lack of internal supervision and collaboration leads to corruption and is not in the enterprise development
3. Social responsibility needs to be strengthened
4. The information transparency and multiple interaction leads to the internal conflict of the enterprise with its business
5. The lack of the equal dialogue with the third party partners, business, the innovation of technology and loss of employees.

Power x Interest Matrix

Sustainable Development Map of China Mobile and stakeholders

China Mobile Stakeholders

China Mobile Example

provide the importance of stakeholder analysis for a complex system development



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Agenda

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Definition

“**Stakeholders** are individuals or organizations who stand to **gain** or **lose** from the **success** or **failure** of a system”

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What is Stakeholder Analysis ?

Stakeholders can include a multitude of people or other systems. They can have an array of positive and negative inputs, and are often in **conflict** with one another, making it a challenge to come to a solution everyone is happy with.

Stakeholder analysis is the designer's tool for synthesizing these disparate world-views, to insure that their recommendations also fit the requirements and thus will actually be implemented.



Why is a Stakeholder Analysis important?

- **Maps out interests** of key stakeholders in relation to project's objectives
- **Identifies** potential **conflicts** of interest
- **Identifies viability** other than in pure financial terms
- Helps provide an **overall picture** and **identifies relationships** between different stakeholders and the system.
- Helps gain **support** of stakeholders

STEP 1

Identify Stakeholders

Gather and Analyze

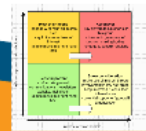
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- Understand the system through reviewing documents and organizational charts.
- Brainstorm all types of stakeholders.
- Have meeting or workshop.

*A matrix of
stakeholder information*

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- Creating a profile of stakeholders.
- Matrix is efficient and provide a quick review of all stakeholders.
- Complete a more detailed, narrative profile.
- A greater understanding of each stakeholder



STEP 2

Prioritize stakeholders

Preliminary Planning

- Interests, importance, and influence of each stakeholder
- Particular efforts needed to involve important stakeholders who lack influence
- Appropriate forms of participation throughout the project cycle

STEP 4

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Incorporate stakeholder
perspective into design