

# Stakeholder Analysis for Communication

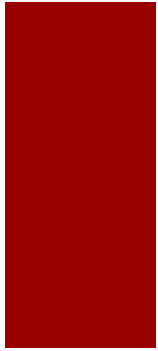
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# The Case for Putting Communication at the Center (C@C)

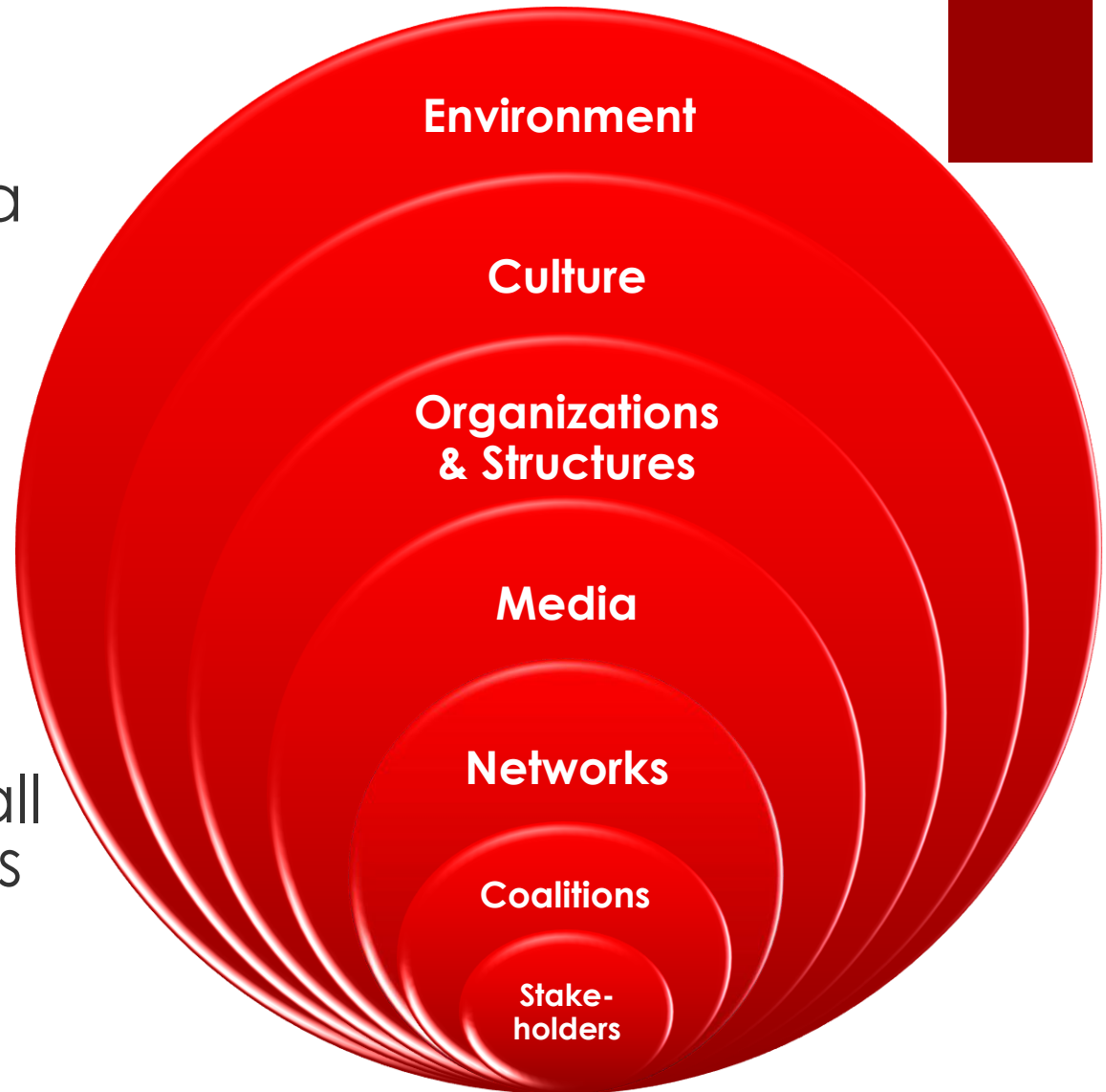
## The Problem

The world is changing fast and becoming hyper-connected but most groups, organizations or governments are not designed for excellent communication and most leaders and members are not excellent communicators. *Riley & Eisenberg, 2011*

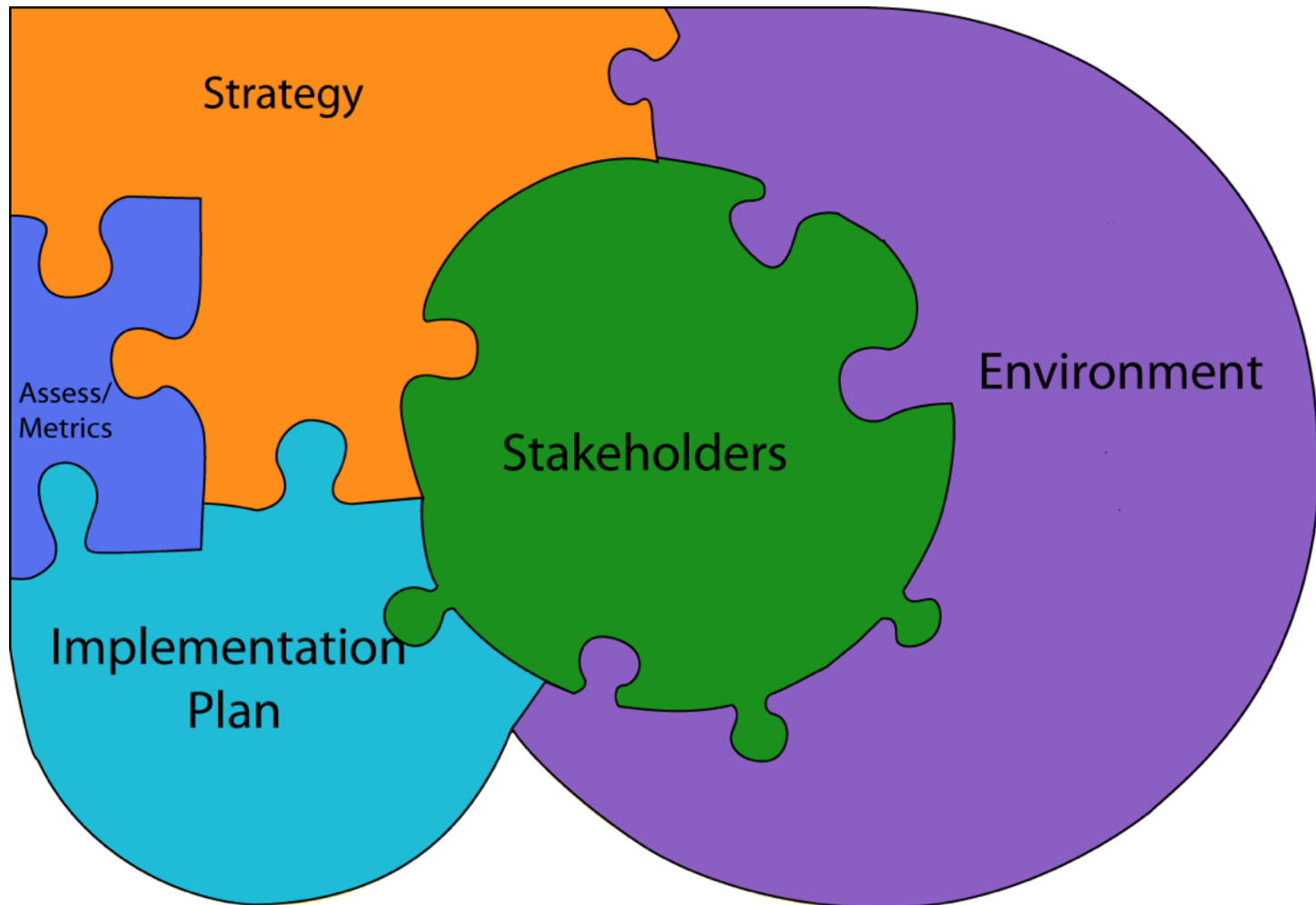
# Communication Philosophy



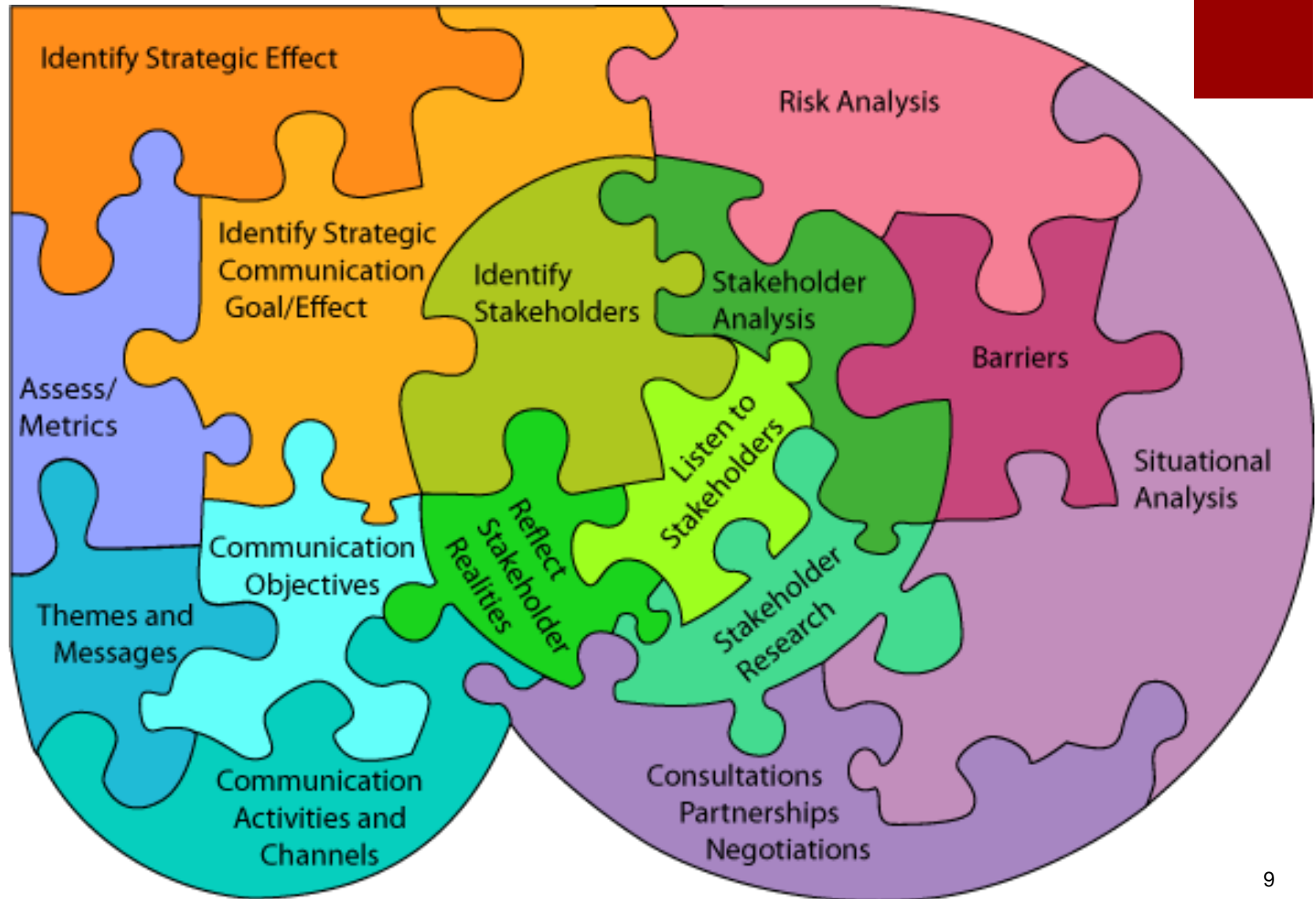
- C@C Philosophy
  - Change requires a multifaceted approach that looks at communication issues across the environment
- Need to leverage communication in all areas for best results



# Communicating Strategically



# SC Process Elements



# Questions to Ask

- ☑ Are we maximizing our desired effects with a communication strategy and associated communication planning process?
- ☑ Have we identified and analyzed our key stakeholders? What data support this? What are the historical relationships? How might these impact the achievement of our communication goals?
- ☑ How will we communicate/engage with internal and external stakeholders to achieve our desired effects? Should we develop relationships/engage with specific stakeholder groups who are influencers or have access to communication networks/media?
- ☑ What messages do our actions convey? How might various stakeholders interpret our actions? What effect or unintended effects might this action have?

# Shifting Perceptions

Neutralize Negative Perceptions

Reinforce Positive Perceptions

“M I N D S P A C E”

## Negative Perception

Lack of awareness, understanding, distracted by other priorities... ”moved on”.

## The Tipping Point

When our potential supporters and detractors understand their ‘gain potential’ from shared success.

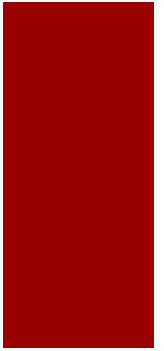
## Positive Perception

Active, enthusiastic engagement and unwavering, full support for strategic initiative and overarching goal.

Reach the “**TIPPING POINT**”



# Strategic Communication Thought Process



Strategic Goal / Objective

Strategic Communication Goal / Objective

Risks If the Goals and Objectives are Not Met

Situational Analysis

Stakeholder Identification

# Strategic Communication Thought Process



Stakeholder Perceptions (validated by research)

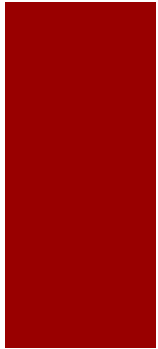
Implications of Perceptions (what they want/need to hear. What they are likely to do in support or against?)

Communication Objective by Stakeholder Group

Themes, Messages, Channels

Metrics

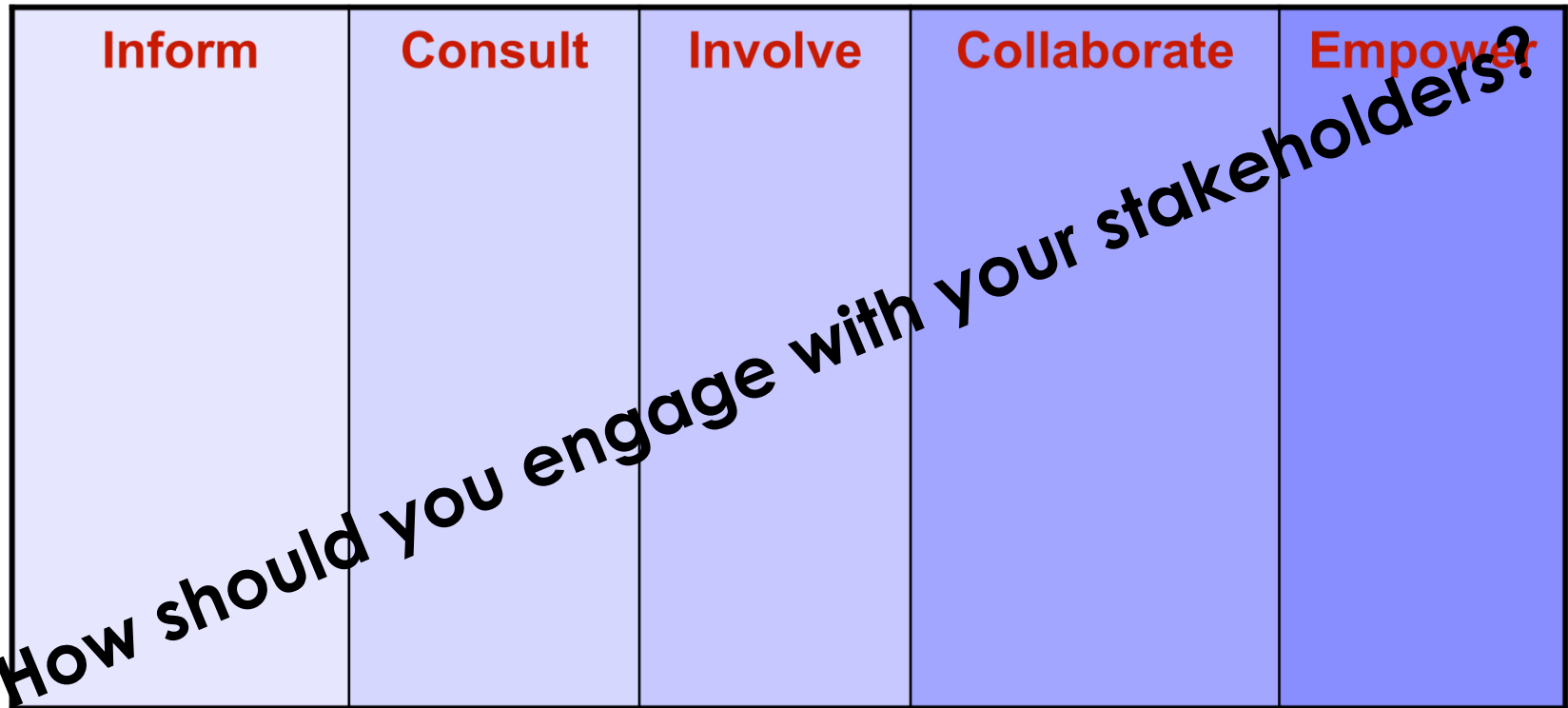
# Stakeholder Participation



Low Participation



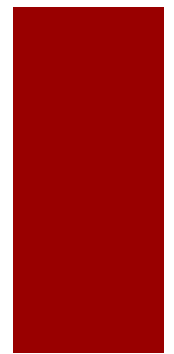
High Participation



# Review Handout



# Create SC Capability





What does this  
mean in your  
environment?

