

Stakeholder Analysis for Communication

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

The Problem

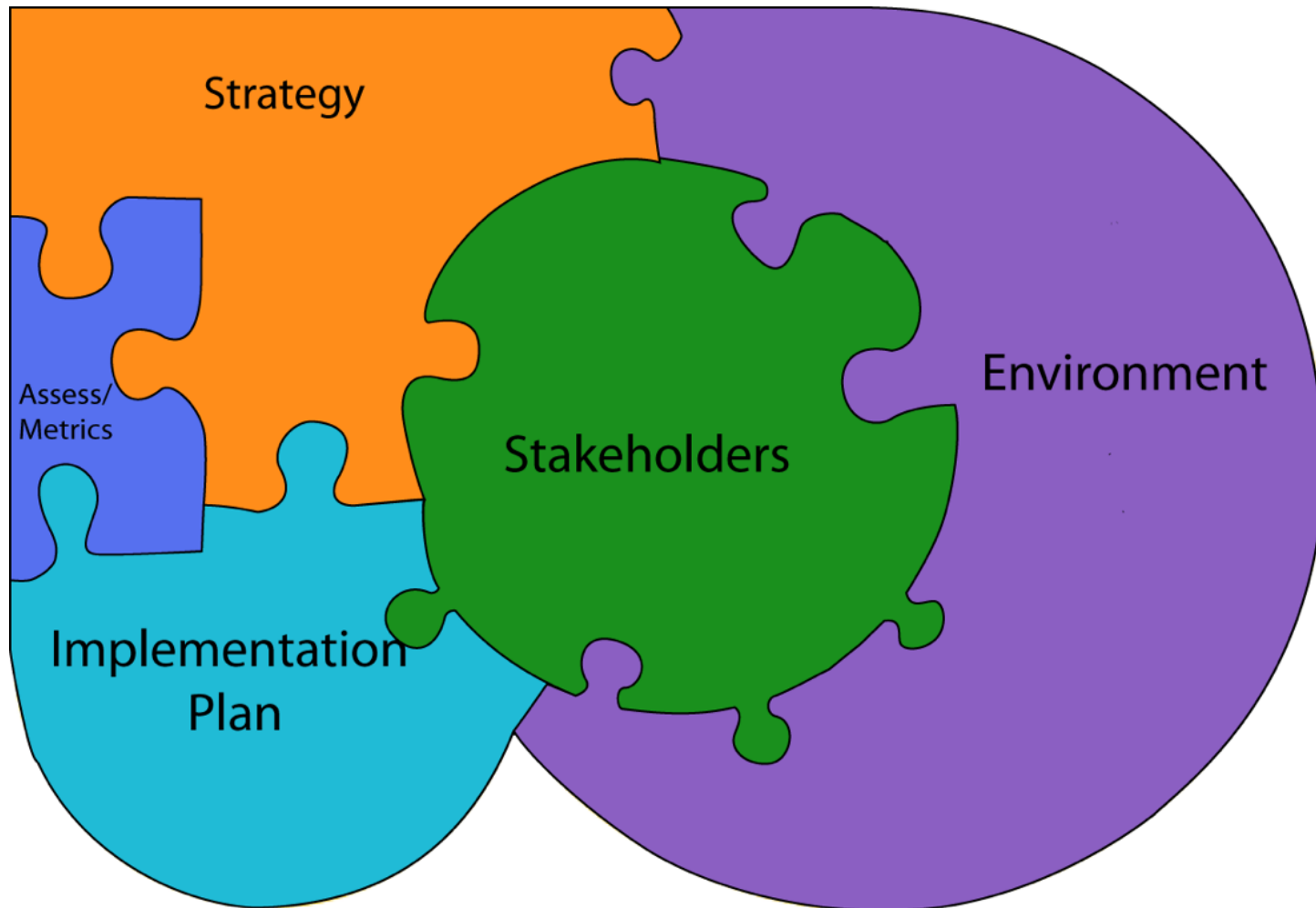
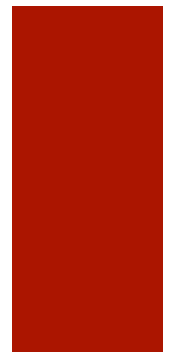
The world is changing fast and becoming hyper-connected but most groups, organizations or governments are not designed for excellent communication and most leaders and members are not excellent communicators. *Riley & Eisenberg, 2011*

Communication Philosophy

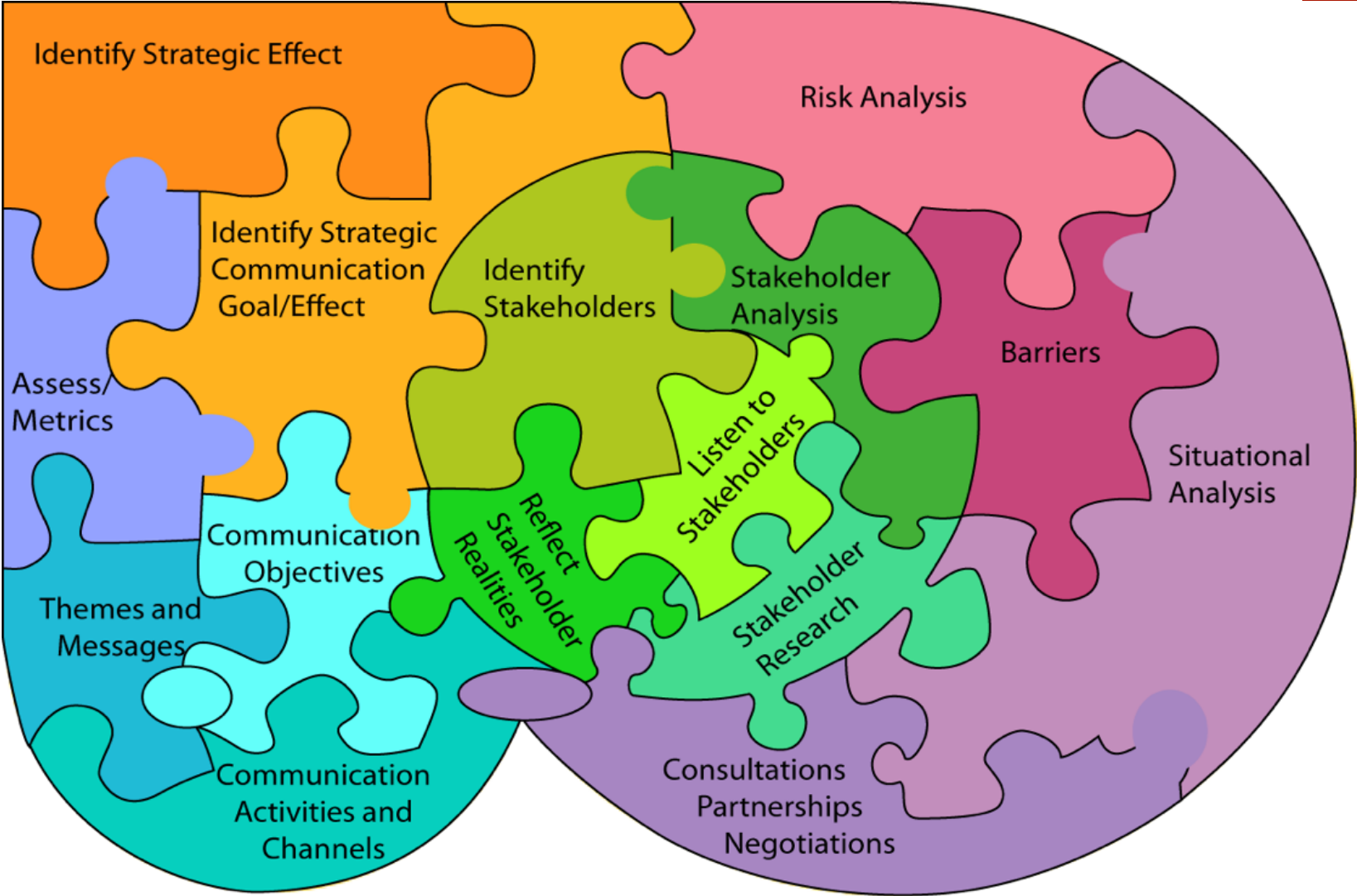
- C@C Philosophy
 - Change requires a multifaceted approach that looks at communication issues across the environment
- Need to leverage communication in all areas for best results



Communicating Strategically



SC Process Elements



Impact and Attitude

Impact

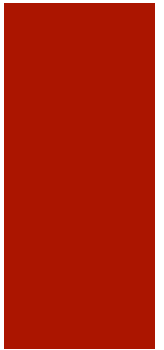
Adversaries

Advocates

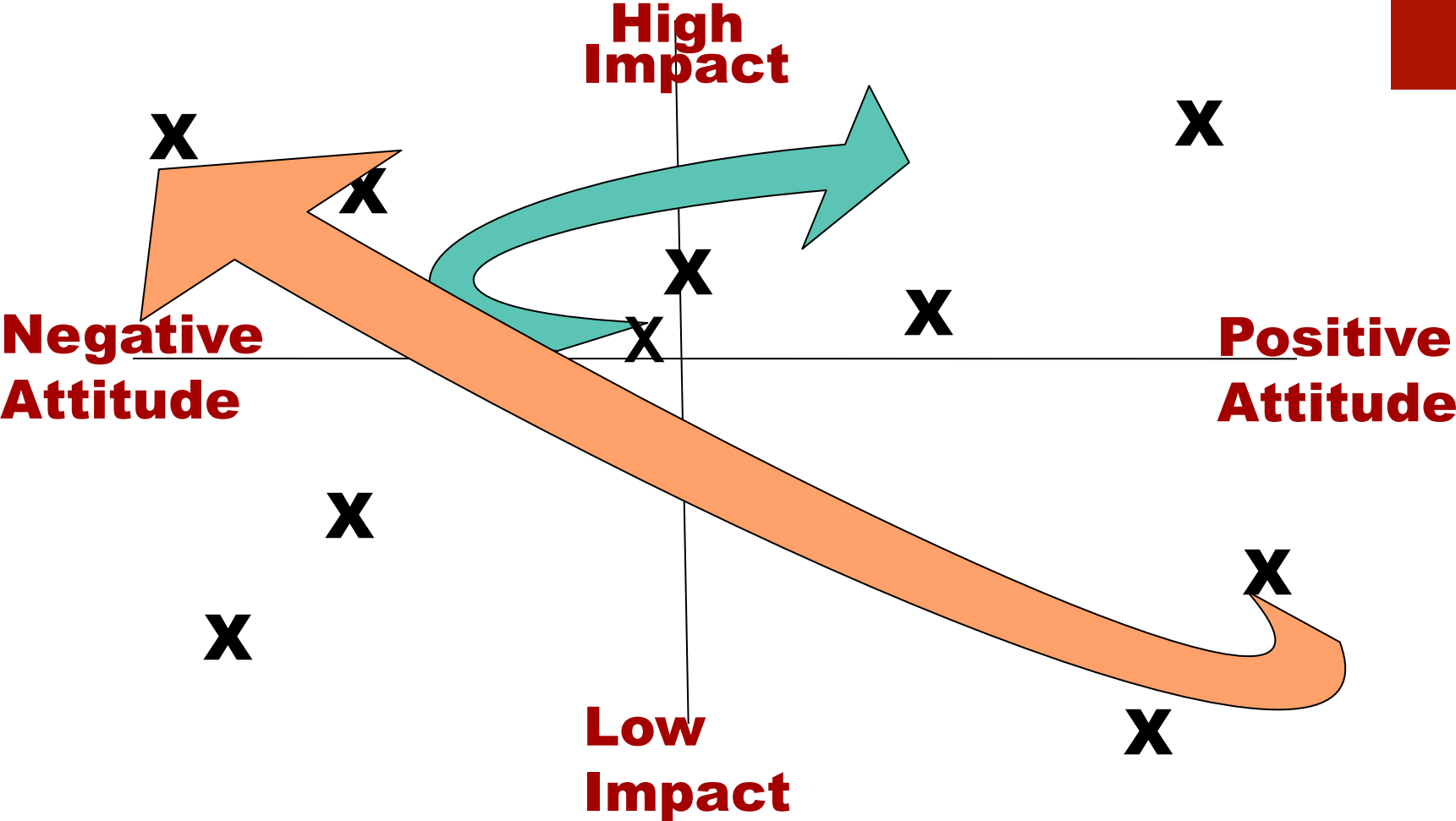
Attitude

Antis

Allies



Know Thy Stakeholders



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 relationship? 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?
- ☑ 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

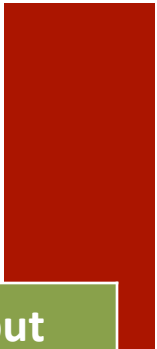
When our potential supporters and detractors understand their ‘gain potential’ from shared success.

Positive Perception

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

Reach the “**TIPPING POINT**”

Link Stakeholder Outcomes to

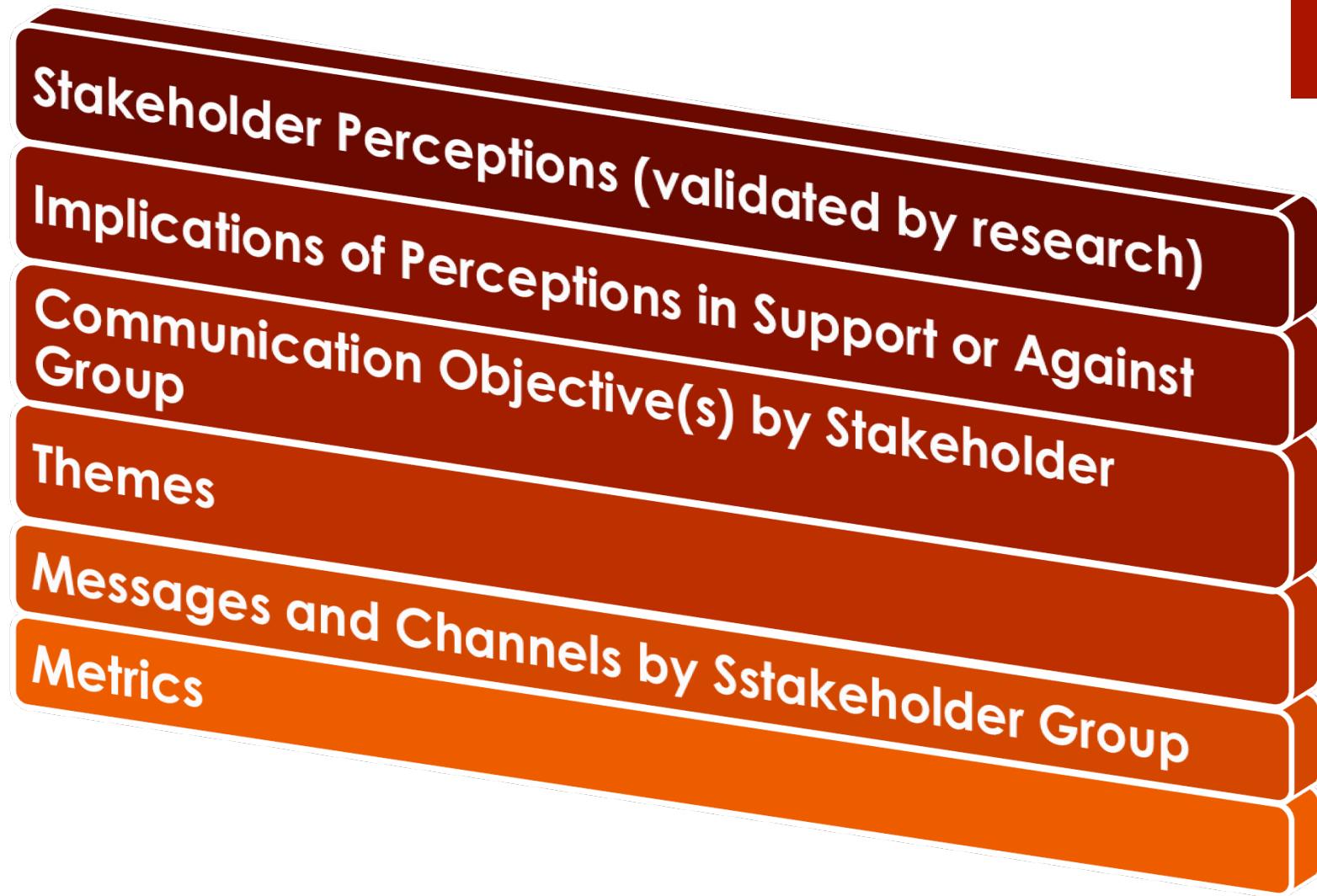
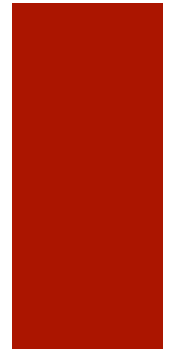


Stakeholders	Desired Outcome (think, do, say)	Measure of Effectiveness	Level of Participation	Comm Activity	Output Measure
External SH					
MA Network					
Intra-org					

Strategic Communication Thought Process



Strategic Communication Analytical Process

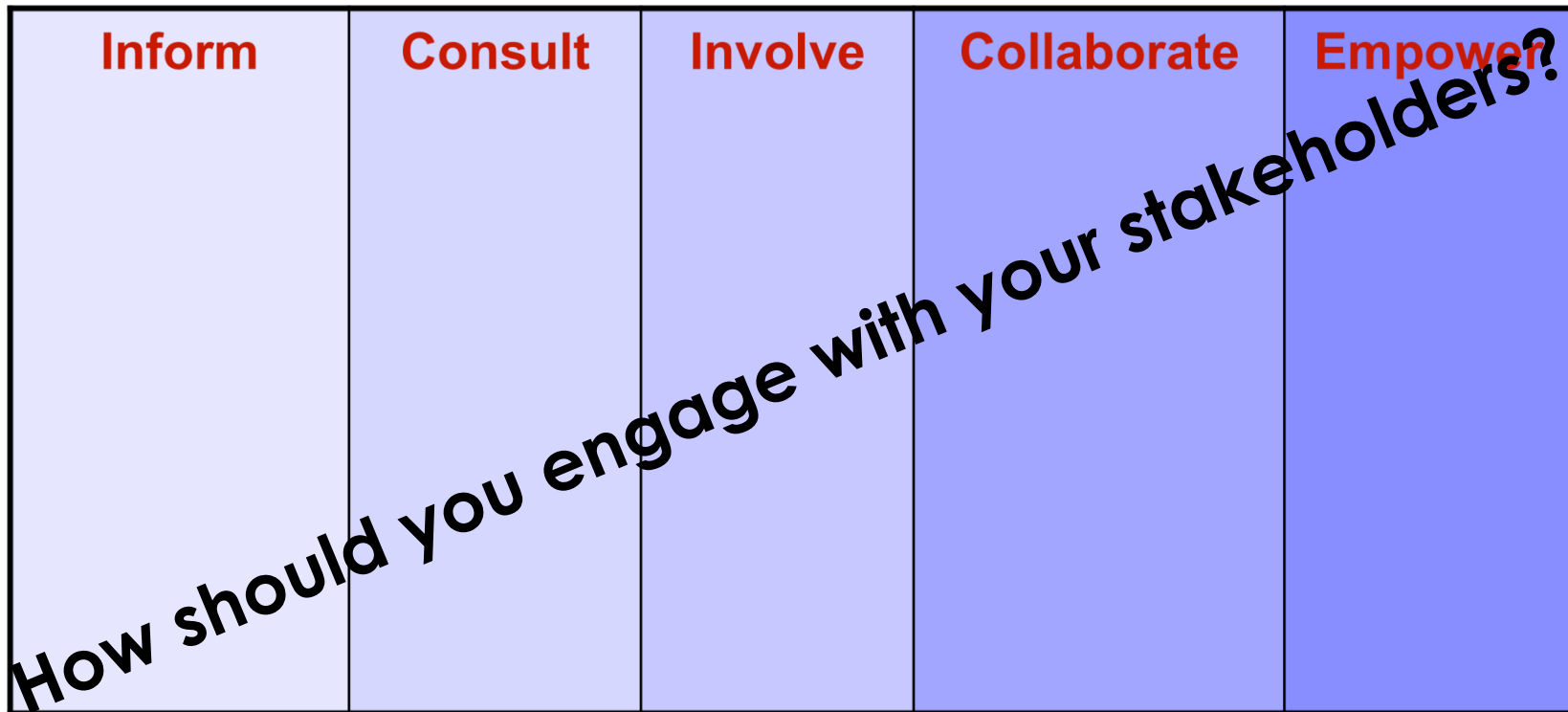


Stakeholder Participation

Low Participation



High Participation



Create SC Capability



Recommendations for Achieving the Ideal SC Capability

LEVERS	RECOMMENDATIONS (short term and long term)
Role of Leadership	
Structure	
People	
Culture	
Process, procedures, tools	
Metrics	