Stakeholder Analysis for Communication

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# The Need to Put Communication at the Center (C@C)

The Problem

The world is changing rapidly 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*
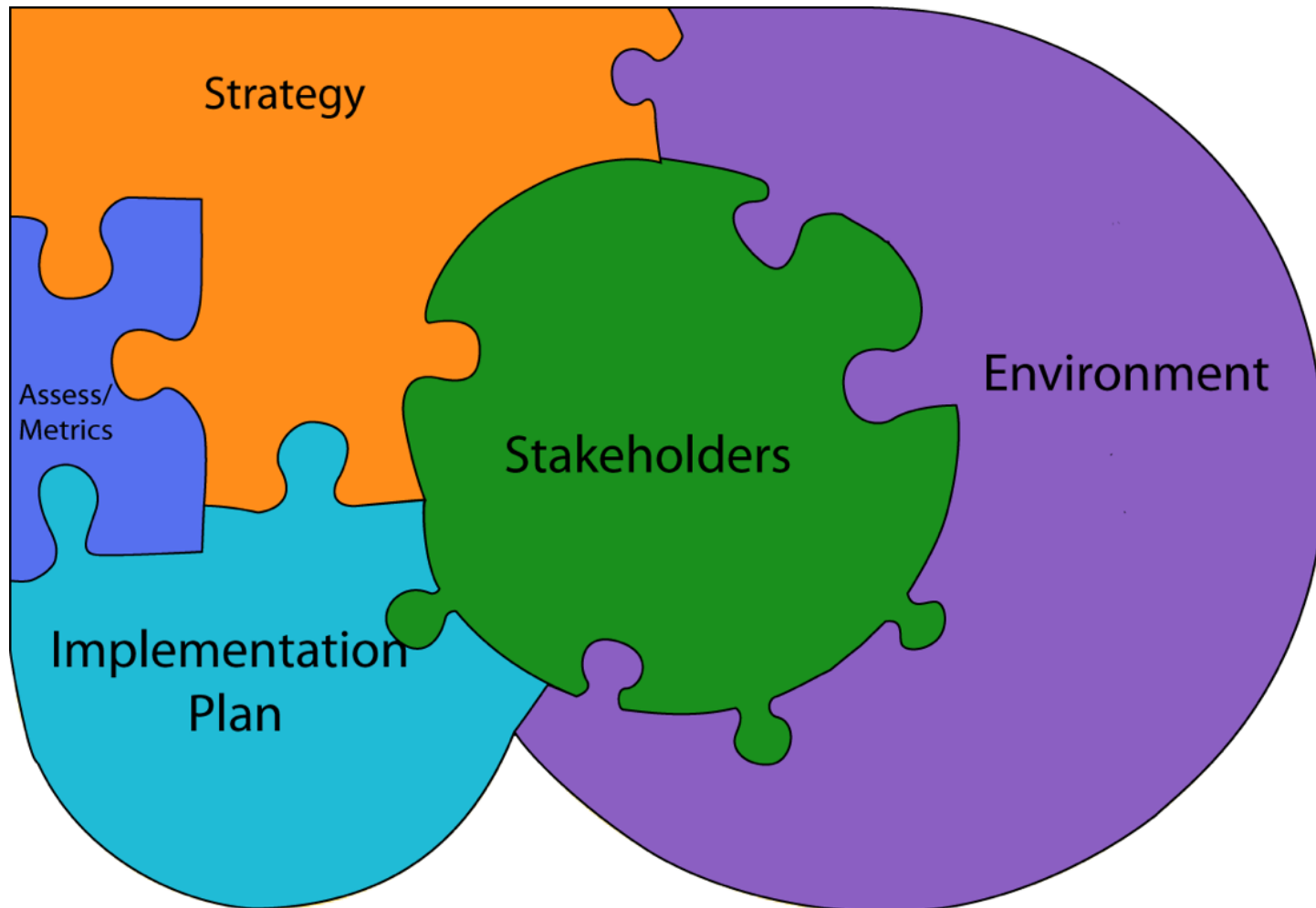
Reform Requires Change

C@C Philosophy

- Change requires a multifaceted approach that looks at communication issues across the environment

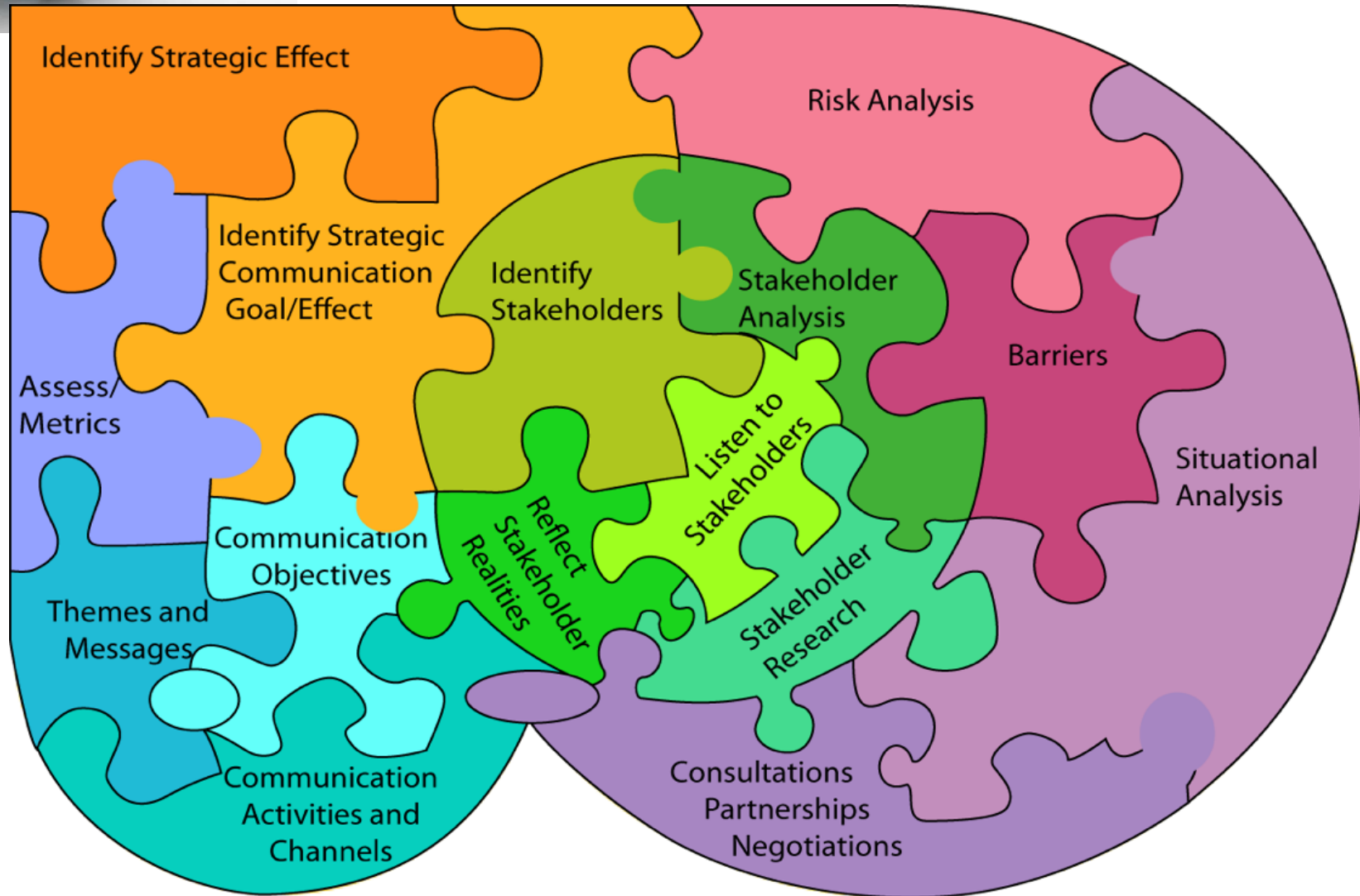- Need to leverage communication in all areas for best results
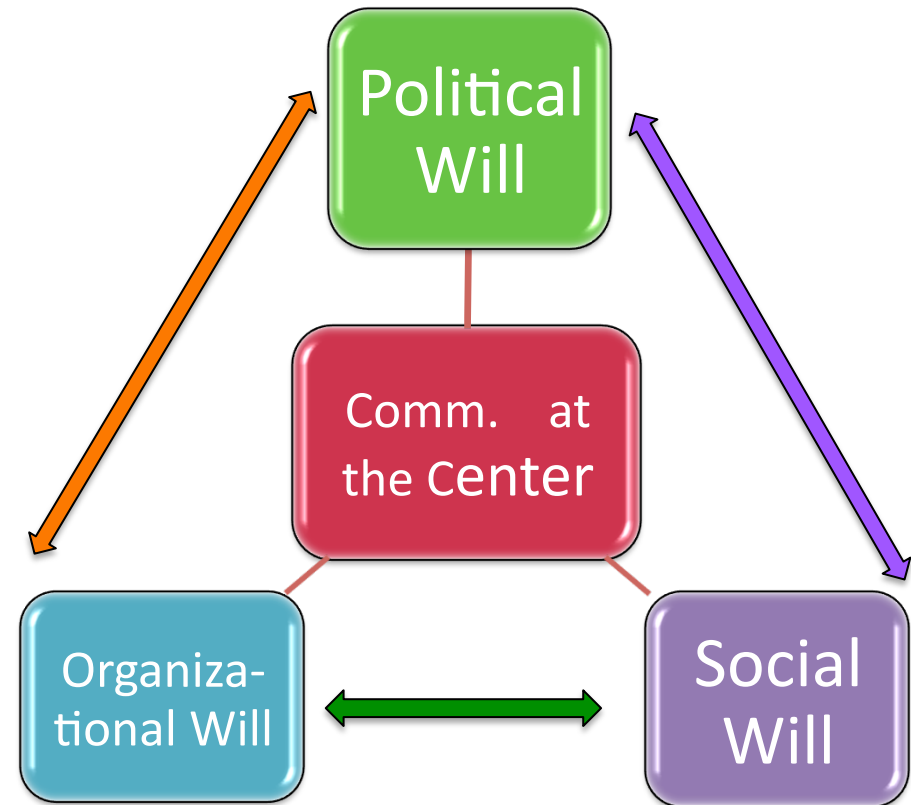
Communicating Strategically

SC Process Elements

Impact and Attitude/Support
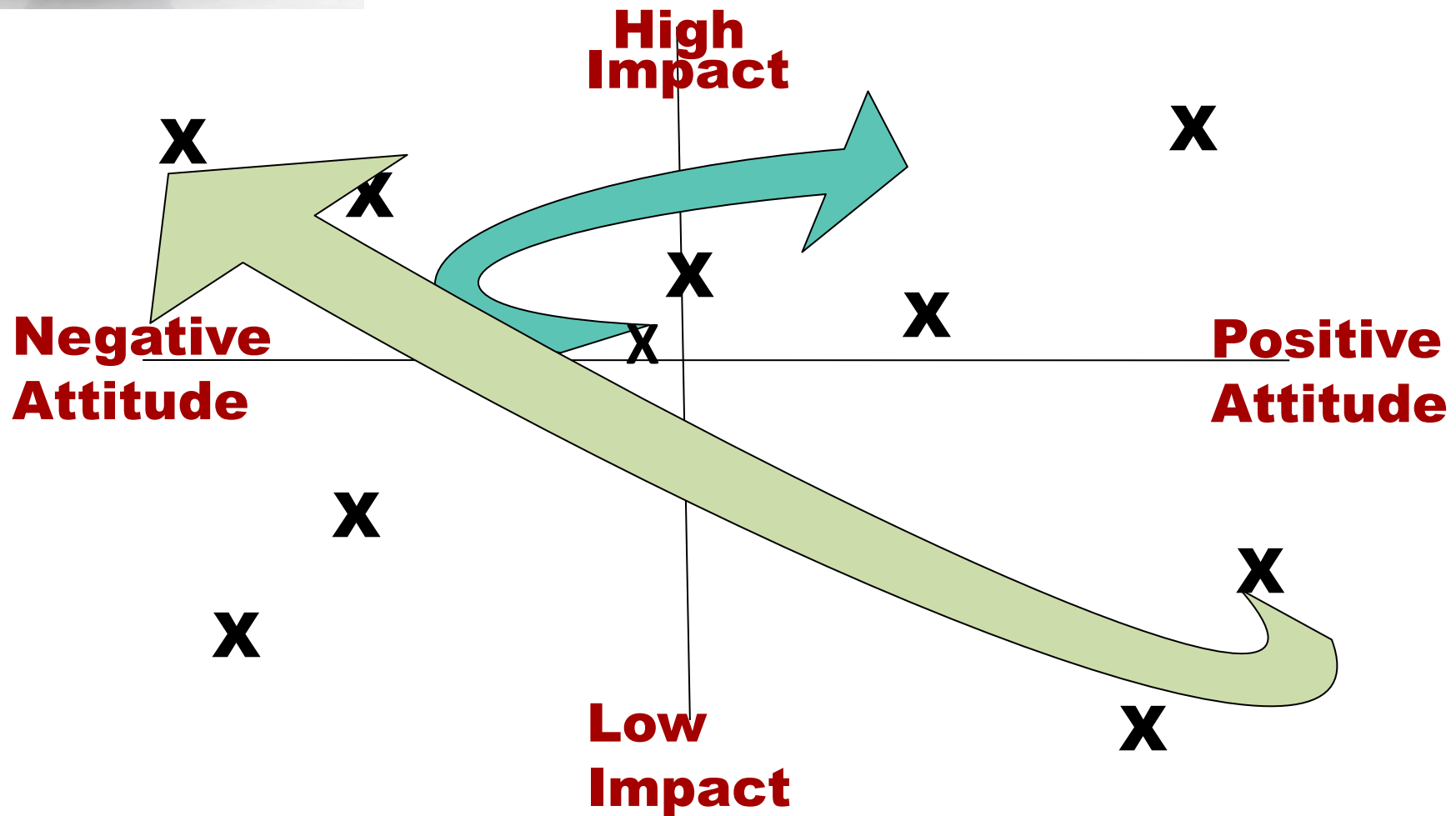
Impact

Adversaries   **Advocates**

**Attitude/
Support**

Antis   **Allies**

Know Thy Stakeholders

High Impact

Negative Attitude

Positive Attitude

Low Impact

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Questions to Ask

- ☑ **Are we maximizing desired effects with a communication strategy?**
- ☑ **Have we identified and analyzed our key stakeholders?**
  - ☑ **What are the historical relationships?**
  - ☑ **Do we have the data we need?**
- ☑ **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 are the effects or unintended effects?**

Strategic Communication Thought Process

Strategic Goal / Objective

Strategic Communication Goal / Objective

Risks If the Goals and Objectives are Not Met

Situational Analysis

Stakeholder Identification

Link Stakeholder Outcomes to Communication Activities

Stakeholders	Desired Outcome (think, do, say)	Measure of Effectiveness	Comm. Activity	Comm. Measure
External:				
Internal:				
Intra-org:				

Create SC Capability

Leadership

Processes Procedures Tools

HOW WELL DEVELOPED IS YOUR SC PROCESS?

Structure

Strategic Communication Capability

Culture

People

Measures & Metrics