

# 7.1 Appreciative stakeholder analysis tool

**Instructions:**

Consider each of your stakeholder groups or individuals separately. Use a new page for each.  
The aim is to think about what each COULD contribute to your project  
**IF THEY WERE AT THEIR BEST.**

## First Stakeholder group:

Record name of organisation and contact person.

Also indicate whether internal (I) or external (E) stakeholder.

### Q. 1 What will interest them about this project?

What are the interests of this stakeholder in relation to this project/ process/ program? Not their known position, more their underlying interests or values.

Given what we currently know about this stakeholder group how much interest would we expect they would have in this project High (H) Medium (M) Low (L)

### Q. 2 If this/these stakeholder(s) were at their BEST.

Imagine the best relationship with this stakeholder group or individual.

If it was working really well, better than we ever expect, what might it be and what might it do for our project?

What could their experience or perspective add to our understanding?

What would they know that is relevant to this project? (e.g., local knowledge, history, technical knowledge).

Who could they help us to connect with?

Who does this stakeholder relate to? With whom do they have the strongest links?

What other value could they contribute to our process or project outcomes?

What other resources might they bring to the process and to potential solutions?

How could they contribute to implementing solutions?

Define the role or contribution that the stakeholder can play? (Approver, Advocate, Deliverer ... etc.)

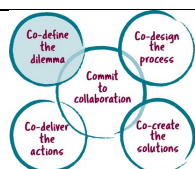
### Q.3 How would we rate the existing relationship?

What is the status of the relationship?

Weak (W), Moderate (M), Strong (S), Non-existent (N).

**What would we like our relationship to become?** What relationship will be necessary in order to achieve the best outcome for the project?

Weak (W), Moderate (M), Strong (S), Non-existent (N)



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## Second Stakeholder group:

Record name of organisation and contact person.

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### Q. 1 What will interest them about this project?

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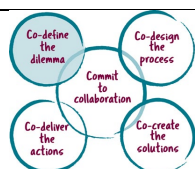
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## Third Stakeholder group:

Record name of organisation and contact person.

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### Q. 1 What will interest them about this project?

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Given what we currently know about this stakeholder group how much interest would we expect they would have in this project High (H) Medium (M) Low (L)

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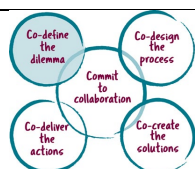
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Weak (W), Moderate (M), Strong (S), Non-existent (N)



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## Fourth Stakeholder group:

Record name of organisation and contact person.

Also indicate whether internal (I) or external (E) stakeholder.

### Q. 1 What will interest them about this project?

What are the interests of this stakeholder in relation to this project/ process/ program? Not their known position, more their underlying interests or values.

Given what we currently know about this stakeholder group how much interest would we expect they would have in this project  
High (H) Medium (M) Low (L)

### Q. 2 If this/these stakeholder(s) were at their BEST.

Imagine the best relationship with this stakeholder group or individual.  
If it was working really well, better than we ever expect, what might it be and what might it do for our project?

What could their experience or perspective add to our understanding?	What would they know that is relevant to this project? (e.g., local knowledge, history, technical knowledge).
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Who could they help us to connect with?	Who does this stakeholder relate to? With whom do they have the strongest links?
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What other value could they contribute to our process or project outcomes?	What other resources might they bring to the process and to potential solutions?
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How could they contribute to implementing solutions?	Define the role or contribution that the stakeholder can play? (Approver, Advocate, Deliverer ... etc.)
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### Q.3 How would we rate our existing relationship?

What is the status of the relationship?  
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**What would we like our relationship to become?** What relationship will be necessary in order to achieve the best outcome for the project?

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