STAKEHOLDER RADAR

Using the tool

Template

Example

Stakeholder Radar

The Stakeholder Radar helps you to identify your stakeholders. With the Stakeholder Radar, you determine what their influence is. It helps you to see which stakeholders you are depending on. This will help you to determine the kind of relationships that you should establish with each of your stakeholders.

Tips for use
You can do this analysis by yourself or with colleagues. Make a large printout of the Stakeholder Radar to use in a brainstorming session. Have a look at the example of the (Spiegel)Waal to get a better understanding of what a Stakeholder Radar can look like.

How to use
The Stakeholder Radar helps you to identify and categorize stakeholders. Stakeholders are divided into three different levels on the Stakeholder Radar based on the amount of influence they have.

Level 1: great influence
Stakeholders on this level are strategic partners that are very important or even critical to the outcome of your experiment. You should have a close relationship with them and need to involve them in your decision-making process, taking their perspective into account.

Level 2: limited influence
These stakeholders have some influence on the outcome of your experiment. They are not critical, but they provide valuable contributions. The stakeholders may be hard to replace. You would like to inform or maybe consult them, but they do not have to be involved in major decisions.

Level 3: little influence
These types of stakeholders may provide complementary resources. Partnering with them occurs on an operational level, they have very little influence on the outcome of your experiment.

Furthermore, there are four types of stakeholders.

Suppliers
A supplier is a person or an organization that supplies goods or services. Suppliers provide you with something that you require and that you do not have yourself. A supplier can assist in the development of a minimum viable product or, for example, support in doing field research or providing knowledge of training.

Write down the names of those that provide you with something needed. Take into account that one supplier might have more influence than another. Divide the suppliers over the three levels.

flow forward

Users

A user is someone or something that is using the area that you focus on. It is important to map this group, for example, it concerns the end-user of a water area and is directly confronted with the outcome of your experiment.

Write down every person or group that enters the area. Take into account that one group of users might have more influence than another and therefore has more influence on the success of the outcome. Divide the users over the three levels.

Collaborators

A collaborator is a person or an organization that works with you to realize the same goals. Together with the collaborator your experiment can achieve more. For instance, in collaboration, you can obtain greater resources, recognition and reward. Collaboration could save a lot of time and money.

Write down the names of those that you want to collaborate with. Keep in mind that one collaborator might be more important than another. Divide your collaborators over the three levels.

Other

There could be other kinds of stakeholders that are specific to your experiment. For instance, a boot rental company has many area-related stakeholders such as restaurants, rowing clubs and lifeguards.

Write down the names of the stakeholders that are important in your area or to your experiment. Keep in mind that one stakeholder might have more influence than another. Divide your stakeholders over the three levels.

flow forward

Stakeholder Radar

name _____

1 great influence

2 limited influence

3 little influence

suppliers

other

users

collaborators

1
2
3

flow forward
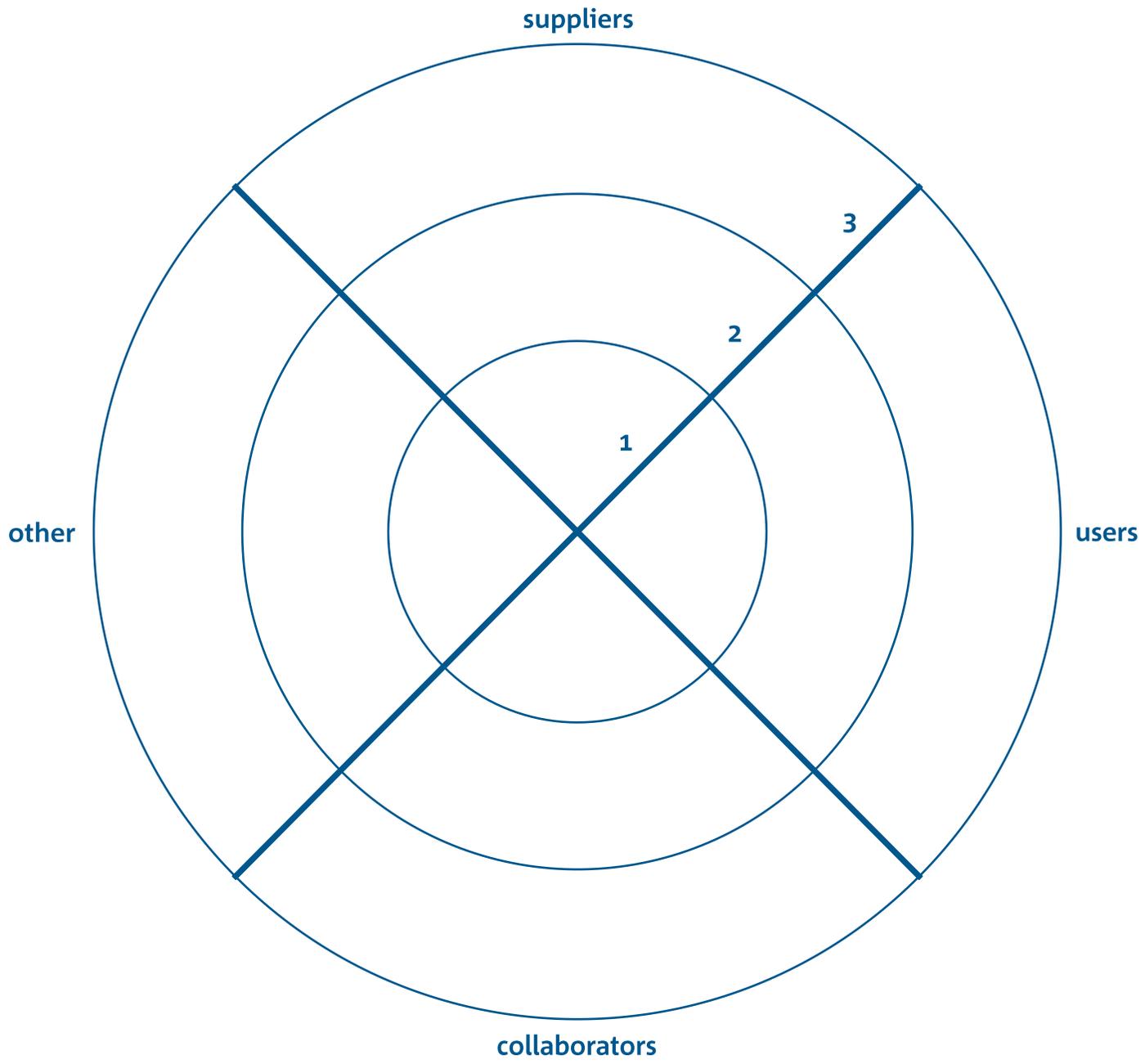
Example (Spiegel)Waal

industry Waterway and waterfront regions

experiment Information needs and provision at the (Spiegel)Waal

size of project +/- 6 members

location Nijmegen, Netherlands

The (Spiegel)Waal has been built to withstand a larger river discharge. At the same time, it has grown into an attractive hotspot for recreationists and water sports enthusiasts. In recent years, many developments have taken place. For example, the development of the water sports centre "Het Bastion". This ensures many different users, such as rowers, sailors, swimmers, recreational users and pleasure craft, come together, each with a different goal. This increases the interaction between users and thus the risk of dangerous situations, especially on busy summer days.
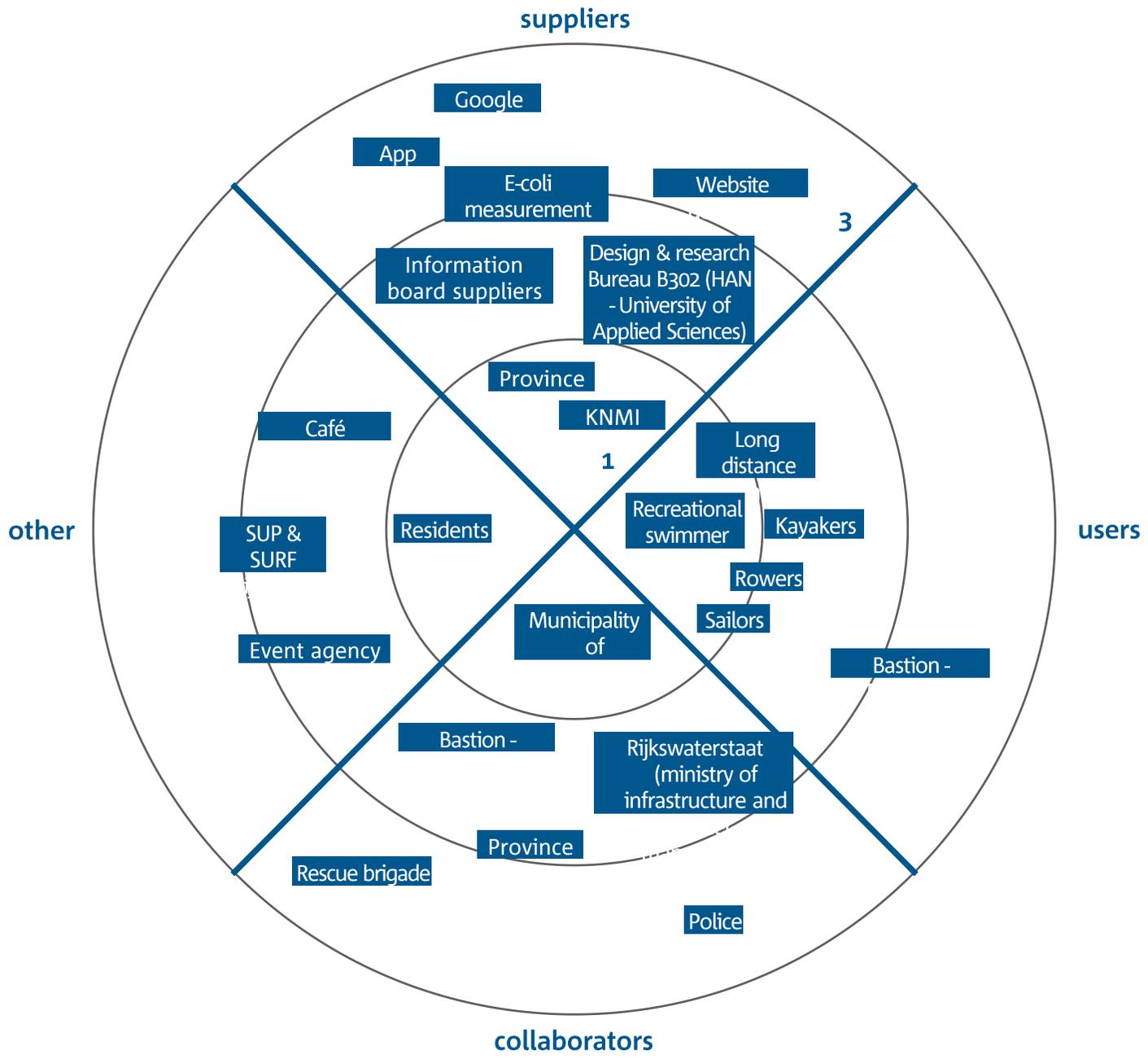
Stakeholder Radar (Spiegel)Waal
In the Stakeholder Radar, different parties are listed that are involved in the experiment on information needs and provision at the (Spiegel)Waal. Filling out this Stakeholder Radar helped to quickly identify the most important stakeholders (level 1 – inner circle), who should be actively engaged in the project.

Stakeholders can take on various roles. For instance, Het Bastion, an association of all water sports clubs, can take two roles at the same time as both a user and a collaborator. They make frequent use of the water and may also be responsible for maintaining the hardware (screen) and software of the information board that will be placed on Het Bastion's wall.

flow forward

Stakeholder Radar

1 great influence

2 limited influence

3 little influence

suppliers

Google

App

E-coli measurement

Website

3

Information board suppliers

Design & research Bureau B302 (HAN - University of Applied Sciences)

Province

KNMI

Café

Long distance

1

other

Recreational swimmer

Kayakers

Residents

SUP & SURF

Rowers

Sailors

users

Event agency

Bastion -

Municipality of

Bastion -

Rijkswaterstaat (ministry of infrastructure and

Province

Rescue brigade

Police

collaborators