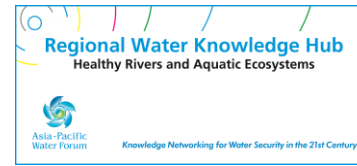
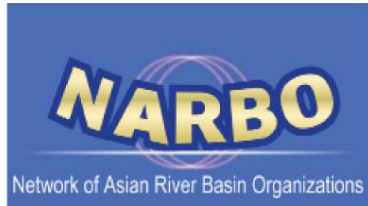


DISCLAIMER

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Logos

Your company logo can go here. Please make all logos approximately the same size

Stakeholder Analysis

Dr Peter Oliver

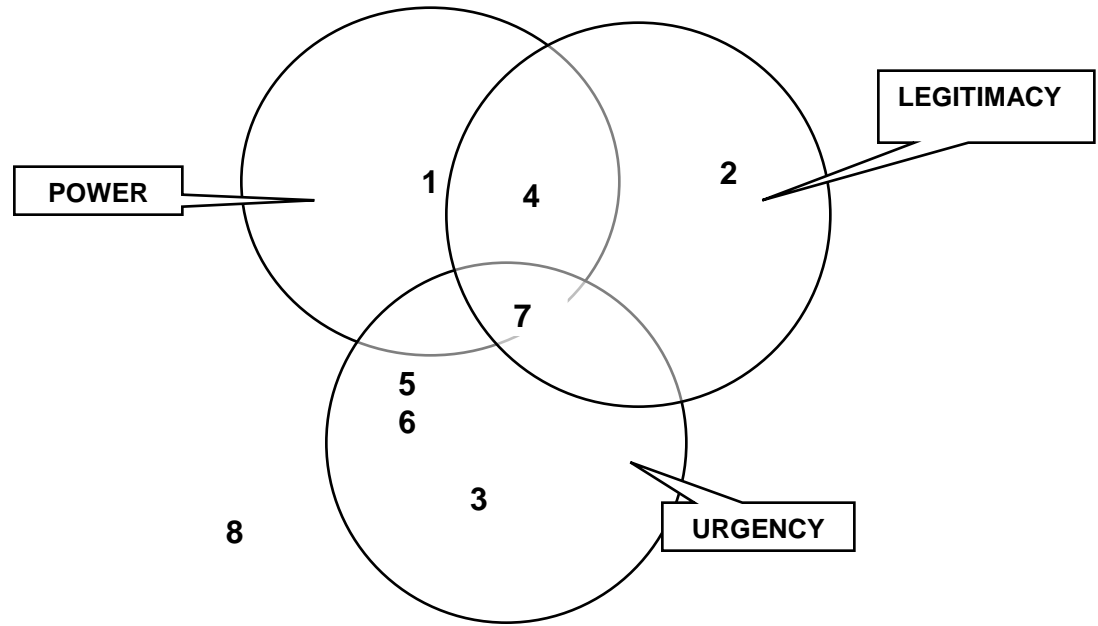
Stakeholder

- **Analysis** – Who are they? What are their values and motivations? Which ones are important in terms of your work? (i.e. Which ones have *salience* in terms of your work?)
- **Involvement** – If ,when, where and how they may be involved
- **Capacity building** – yours and theirs in terms of this ensuring positive outcomes from this involvement

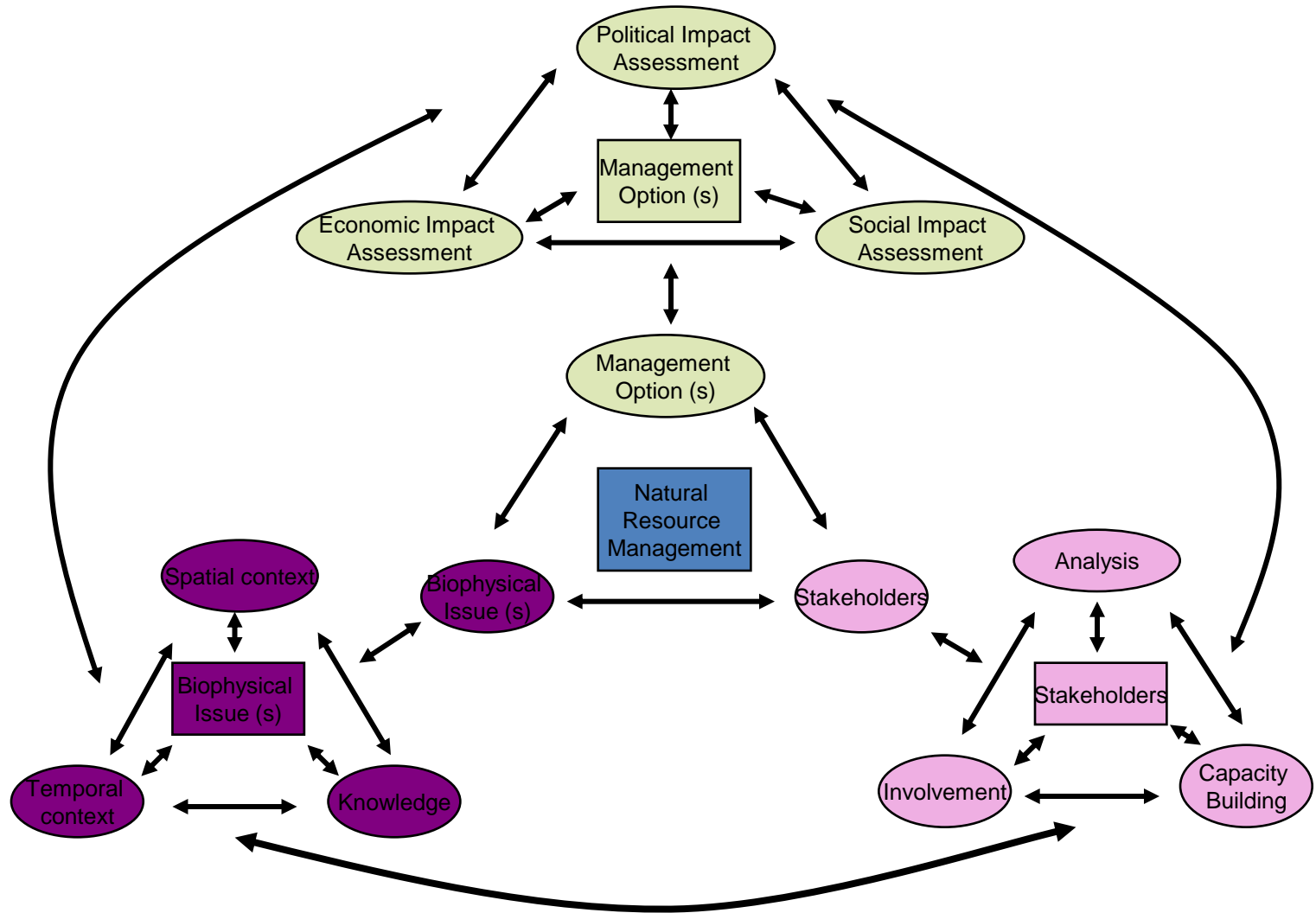
Salience

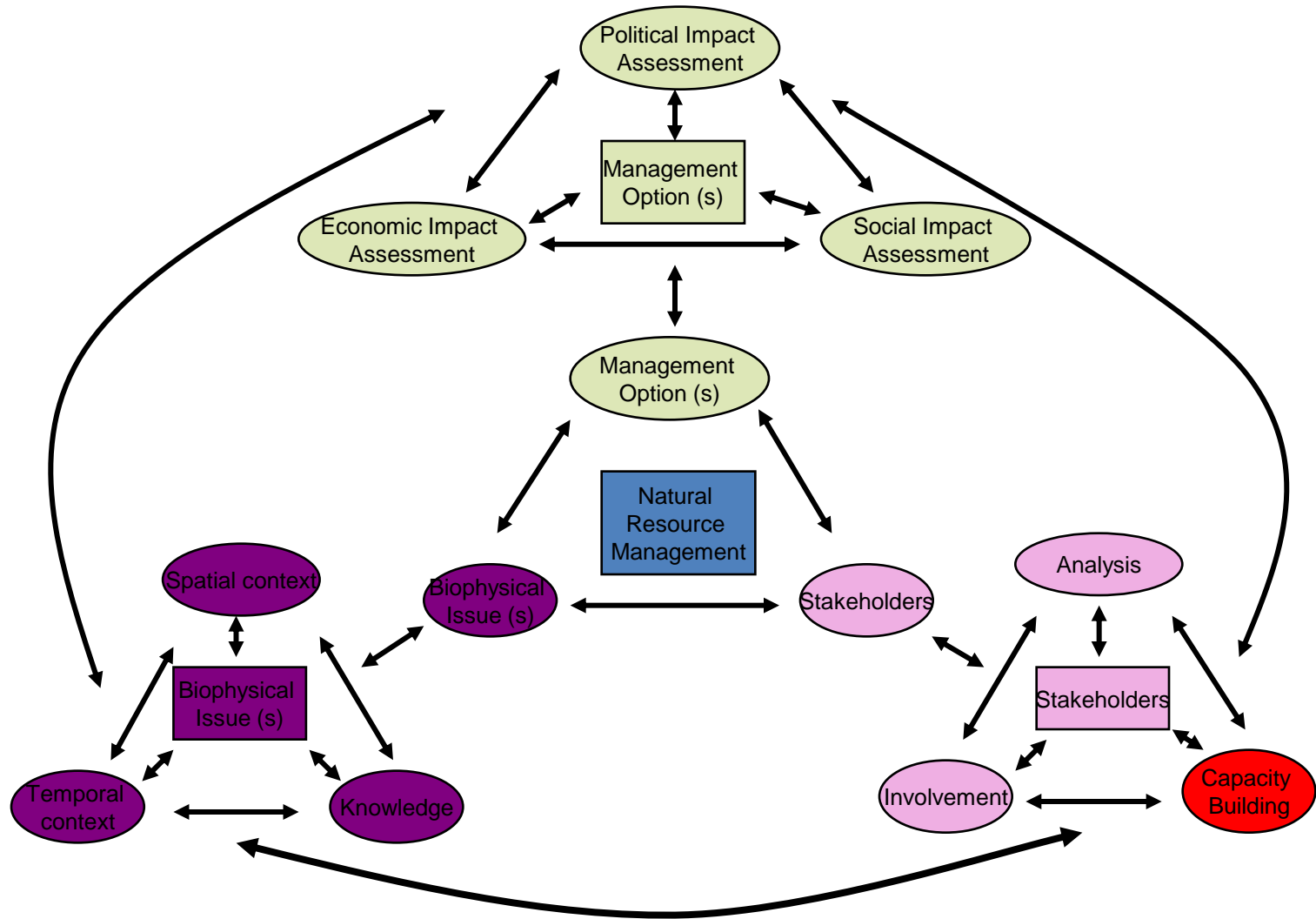
Some stakeholders may be more important to your work than others!

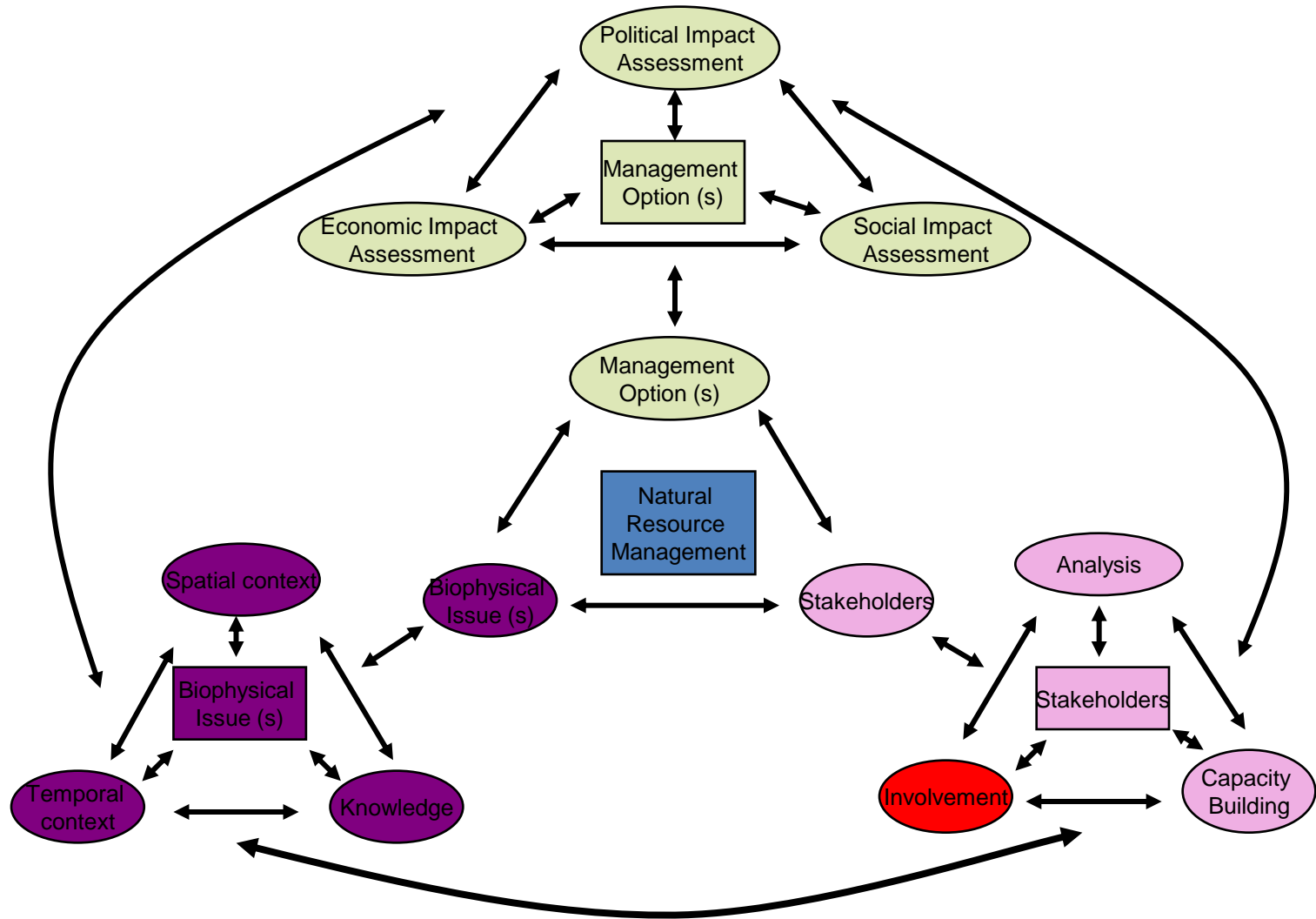
- 1. Dormant stakeholder**
- 2. Discretionary stakeholder**
- 3. Demanding stakeholder**
- 4. Dominant stakeholder**
- 5. Dangerous stakeholder**
- 6. Dependent stakeholder**
- 7. Definitive stakeholder**
- 8. Non-stakeholder**

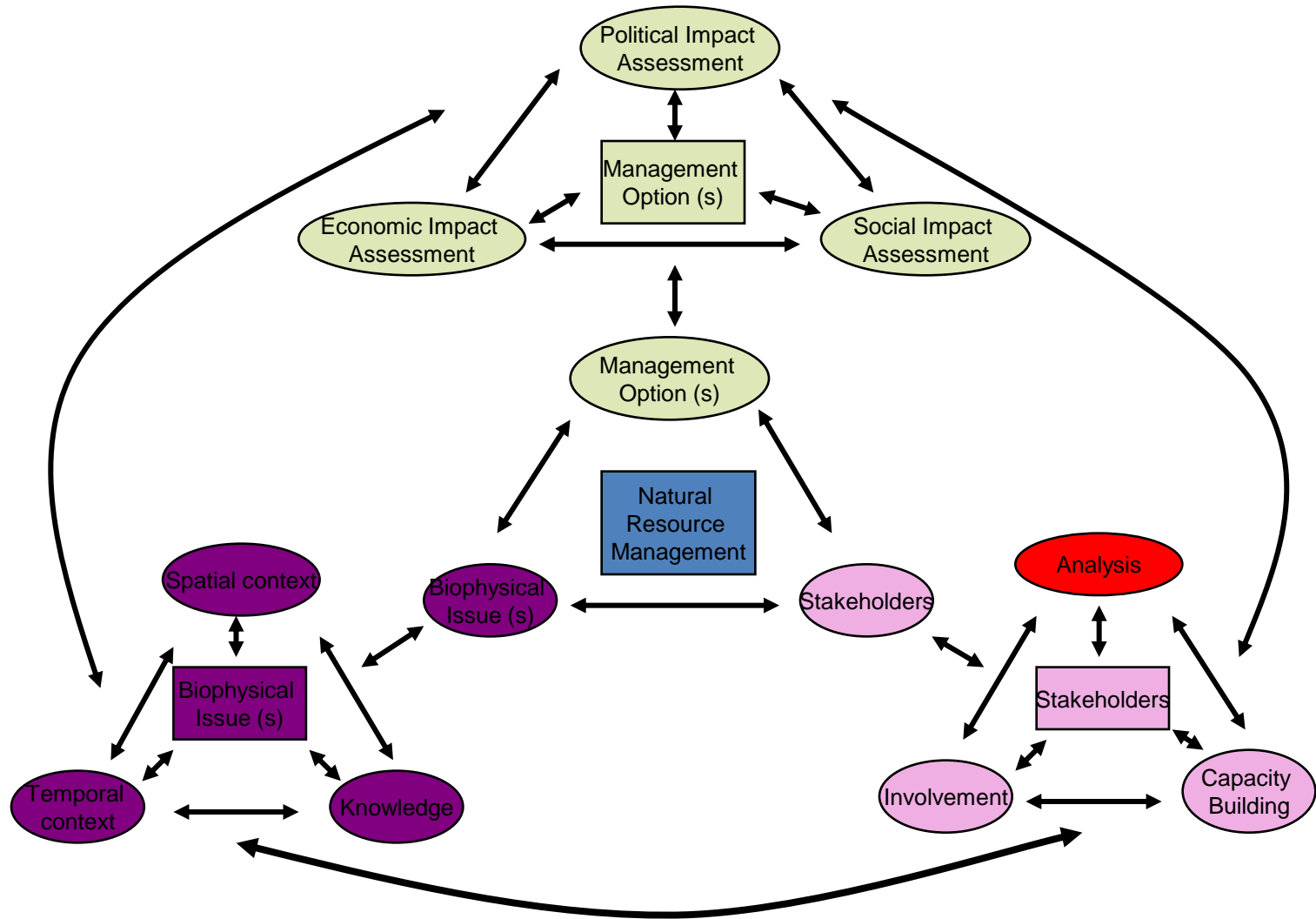


**Figure 2: Qualitative Classes of Stakeholders
(Mitchell, Agle and Wood, 1997, p.874)**









Stakeholder Analysis (in terms of your research or product)

Helps you to

- Identify stakeholders
- Understand their motivations and perceptions
- Determine their salience
- Understand significant relationships and networks of which they are a part
- Develop appropriate plans to involve and/ or build capacity of highly salient stakeholders

