



Stakeholder Map

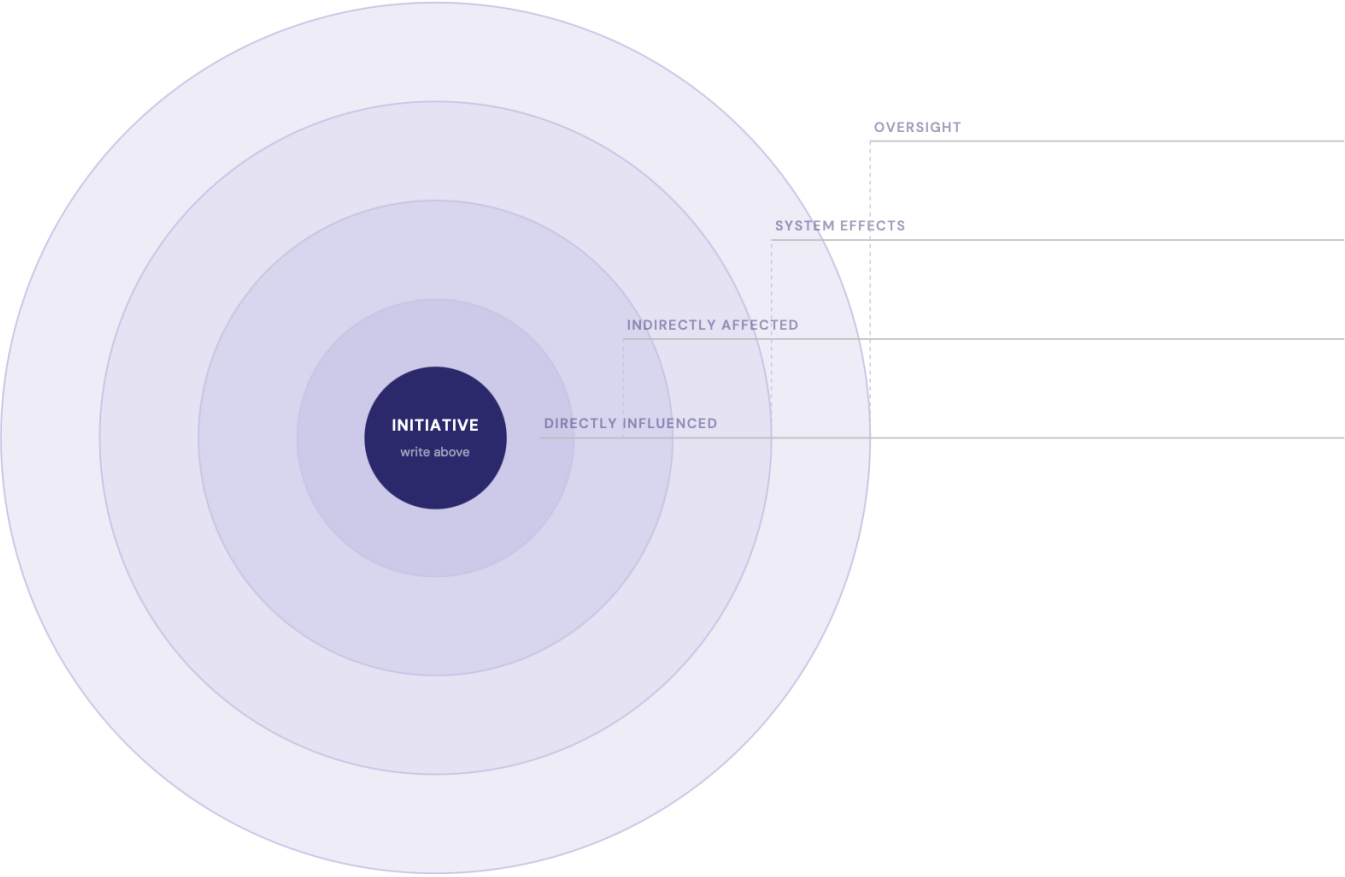
HOW TO USE

Name each stakeholder group on the line next to their ring. Use Page 2 to build a card for each key stakeholder.

RINGS

- ☒ **Directly Influenced** — experiences the change first
- ☒ **Indirectly Affected** — consequences without direct interaction
- ☐ **System Effects** — cumulative or downstream effects
- ☐ **Oversight** — accountability and challenge

WHAT IS CHANGING?





Member's-Only Content: These materials are intended to facilitate discussion and are not for public use. Please do not cite, share, or distribute these materials outside of this member's section.

WHO SHAPES THIS? *e.g. product team, people & culture team*

EXPECTED BENEFIT POTENTIAL BURDEN OPEN QUESTION	EXPECTED BENEFIT POTENTIAL BURDEN OPEN QUESTION	+ add stakeholder
--	--	------------------------------

WHO EXPERIENCES THIS? *e.g. customer groups, employees*

EXPECTED BENEFIT POTENTIAL BURDEN OPEN QUESTION	EXPECTED BENEFIT POTENTIAL BURDEN OPEN QUESTION	EXPECTED BENEFIT POTENTIAL BURDEN OPEN QUESTION	+ add stakeholder
--	--	--	------------------------------

Before you move on... *Finish these sentences.*

The stakeholder we know least about is...

The stakeholder we may be designing for, rather than with, is...

The stakeholder carrying the greatest burden is...

The assumption we are least confident about is...

The stakeholder with the least voice in this decision is...