



**Stakeholder Analysis**

ANSA TAN BL DPWH  
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Constructive Engagement Workshop  
Cebu City

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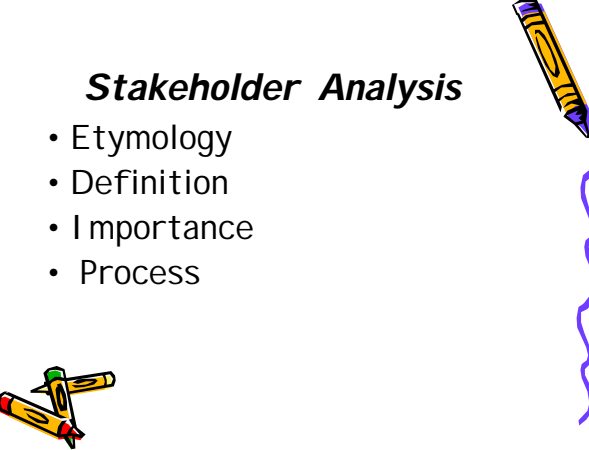
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**Stakeholder Analysis**

- Etymology
- Definition
- Importance
- Process



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**"Stake"**

- Bet, chance, hazard, peril, pledge, pot, risk, venture, wager
- Share, award, claim, concern, interest, investment, involvement, prize, purse



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### ***"Stakeholder"***

- One who holds the bets in a game or contest
  
- One who has a share or an interest in an undertaking, as in an enterprise



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### ***What is Stakeholder Analysis (SHA)?***

- It is the identification of an intervention's key stakeholders, an assessment of their interests, and the ways in which the importance and influence interests impact on a situation.
  
- SHA is a technique you can use to identify and assess the importance of key people, groups of people, or institutions that may significantly influence the success of a situation or project.



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### ***Stakeholder Analysis***

- Tool which has many applications
- It contributes to designing or planning interventions by:
  - Identifying the goals and roles of different groups, and by
  - Helping formulate appropriate forms of engagement with these groups.



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### ***Key Elements of Stakeholder concept***

- **Identification**  
- Who they/we are
- **Influence, Importance, Impact**  
- Degree to which important stakeholders can influence and impact on a Situation



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### ***Who are the Stakeholders?***

- Persons, groups, institutions with interest in the intervention
- Who will ultimately be affected either positively or negatively
- Who can significantly influence or are important to the success of the intervention (policy or program)



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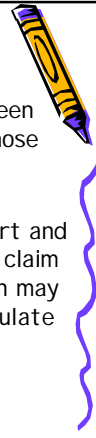
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### ***Rule of Thumb***

- To ensure that key stakeholders have been included in the process is to question whose support or lack of it might significantly influence the success of the project.
- This is a particularly good test for expert and activist groups, both of whom commonly claim to speak for a wider representation than may be the case, and whose capacity to articulate their concerns might easily cause other groups to be overlooked.



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### Remember

- A stakeholder analysis is just one (albeit usually the first) step in building the relationships needed for the success of a participatory project or policy.
- It provides a starting point, by establishing which groups to work with and setting out an approach so this can be achieved.
- In this way a stakeholder analysis also helps lead agents of interventions to assess the social environment in which they will operate.




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### SHA STEPS .pdf

- Step 1.  
Identify all stakeholders - Primary and Secondary players [SHA Matrix.pdf](#)
- Step 2.  
• Identify the Possible Interest and Expectations of Stakeholders [SHA Matrix.pdf](#)




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### SHA STEPS

- Step 3.  
• Gauge Relative Influence and Importance of Stakeholders (A, B, C, D) [SHA Importance and Influence.pdf](#)
- Step 4.  
Judge Possible Impact of such Influence and Importance of Stakeholders (+, -) [SHA Importance and Influence.pdf](#)




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