STAKEHOLDER IDENTIFICATION METHODS

Stakeholders are any individuals with an interest in the change initiative or its outcomes. Identifying the stakeholders involved is the first step to prioritize and engage stakeholders throughout the change initiative. Various methods are listed below that can be used to support the change management team to define and identify stakeholders.

Method	Description
Identification Workshop	Hold a workshop to identify stakeholders. Invite a variety of individuals to the workshop to bring new perspectives and expertise. Different facilitation techniques (Brainstorming, World Café, Listing, etc.) can be used to provide opportunities for discussion about who the involved stakeholders are. As stakeholders change over time, consider re-convening the identification workshop if the change is long-term or to validate the stakeholders initially identified.
Rapid Listing	Rapid Listing uses the input of the whole team to help to identify the stakeholders involved in the change. Instructions: 1. Bring together the change management team. 2. Set the context and define 'stakeholder' for the purpose the change initiative. 3. Each individual can then make a list of all the stakeholders (2-3 min). 4. In pairs, compare the lists and add new stakeholders (3-5 min). 5. Move into groups of four, and repeat (3-5min). 6. As a team, discuss and create a shared list of stakeholders.
Group Mind Mapping	Develop a mind map with the change management team. Mind mapping can be used to visually represent information and capture a variety of viewpoints. Instructions: 1. The subject of the map should be labeled in the centered (for example, Stakeholders). 2. Branches from the centre should reflect thoughts from the group. Major themes should be large branches, while smaller branches/twigs might represent related thoughts. 3. Review the map to help create a list of stakeholders.
Purposeful Conversations	Conversations with existing stakeholders can help to identify new stakeholders and give insight into stakeholder needs throughout the change initiative.