STAKEHOLDER ENGAGEMENT (VNGC RADAR)

Why is it used?

After segmenting your stakeholders using the CPIG Segmentation tool (see toolkit), you can then map the stakeholders onto a Stakeholder Radar to determine the level of stakeholder engagement required:

V for vital to engage

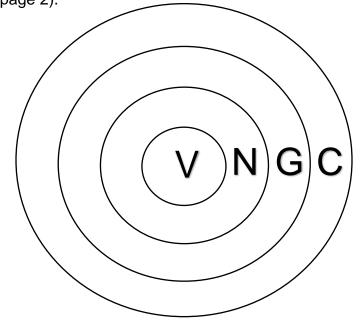**N** for necessary to engage

G for good to have engaged

C for courtesy to inform

The primary question then becomes "how close are they to the centre?"

Note that stakeholders may require different levels of engagement over time. ***Regularly revisit and reassess stakeholder needs.***
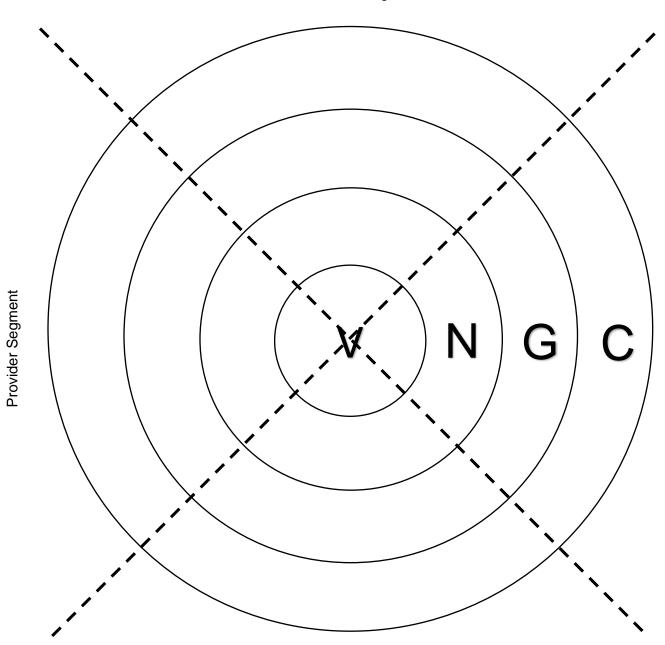
Instructions:

Draw the diagram below onto a flipchart or whiteboard. With your change management team, use the list of stakeholders (individual and groups) previously identified and with sticky notes place them onto the four different rings of the radar (VNGC). Discuss and record the results. Use them to support further stakeholder profiling and engagement activities. You can also use the CPIG segmentation and VNGC stakeholder radar together (see page 2).

Governance Segment

Provider Segment

Customer Segment

V N G C

Influencer Segment