STAKEHOLDER ANALYSIS

Purpose
A stakeholder analysis aims to provide an overview of the internal and external parties, who are either part of the company or on whom the company relies. Based on the analysis it can be planned how these are to be involved. The analysis helps to ensure effective implementation of changes by defining roles and responsibilities of the communication, which again will foster commitment and involvement.

Participant(s)
Persons, who have in-depth knowledge of the company's internal and external partners, customers and suppliers.

Application
The stakeholder analysis is conducted in connection with the specific supply chain innovation project to ensure that the objectives, goals and success criteria are attractive to the major stakeholders.
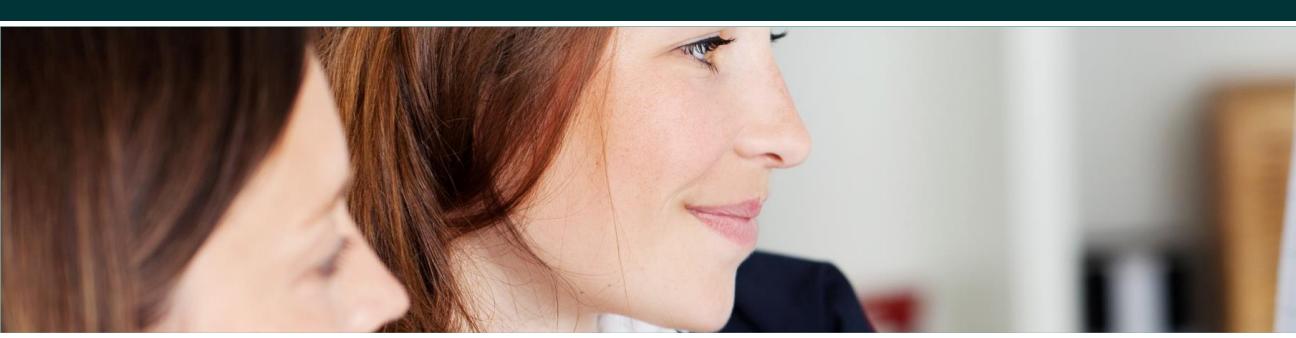
Method

A stakeholder analysis is performed in the following steps:

1. Brainstorm.
2. Stakeholders are divided into categories, for example on the basis of who has the greatest influence.
3. After sorting, key stakeholders are selected. A description of the stakeholders' expectations to the company or the project and the attractiveness of objectives is prepared.
4. When stakeholders are described with their goals and interests, potential conflicts of interests are identified.
5. The overall picture is assessed. If this gives reasons for adjustments, these are incorporated.
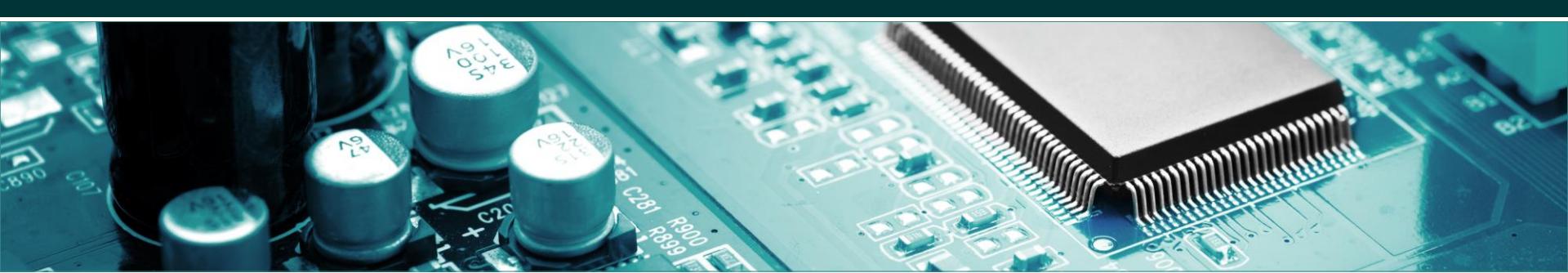
Stakeholder analysis

A stakeholder analysis can be performed using the figure to the right. In this the stakeholders are listed, for example, by the degree of their influence and their involvement in the supply chain innovation project.

Participation necessary

Working bees
*Has to be informed*

Resource person
Has to be involved

External
Has to be informed

Grey eminence
Has to be heard

Participation not necessary

Little influence

Large influence
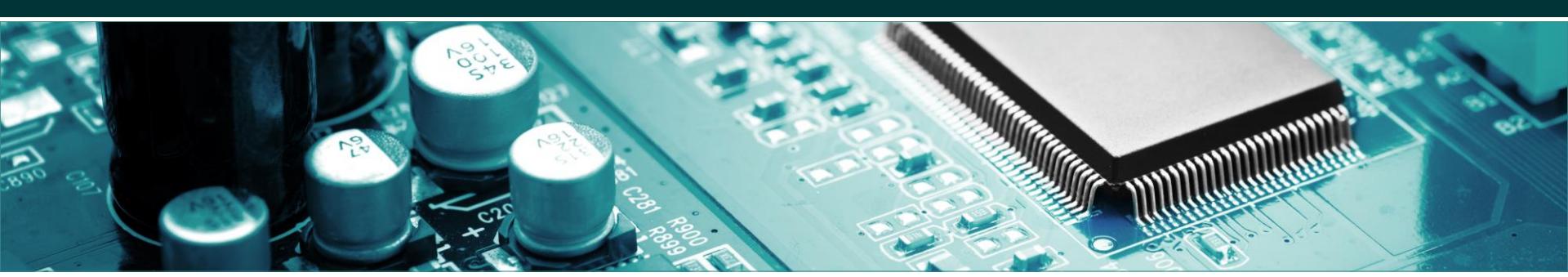
Benefits
A stakeholder analysis provides an overview of the stakeholders as well as the knowledge as to which stakeholders the company needs to focus on and, finally, a plan for the way in which they can be involved.

Output
Expected output of the tool is a list and a description of the stakeholders and how they should be involved. The output is input for the company's overall information strategy.