



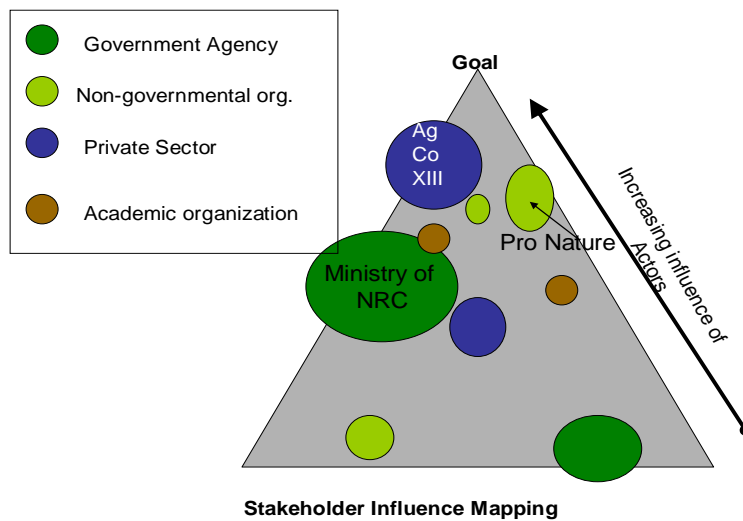
Tools and Templates

STAKEHOLDER INFLUENCE MAPPING

Stakeholder influence mapping is a tool to examine and visually display the relative influence that different individuals and groups have over decision-making.

Understanding the relative influence of different organizations in an area – particularly for policy work, but also as a way to gauge legitimacy and influence among local communities, is often an important aspect in choosing a partner. An effective tool was developed by the International Institute for the Environment and Development, Stakeholder Influence Mapping. This site (<http://www.policy-powertools.org/Tools/Understanding/SIM.html>) provides a tool to discuss and weigh the power and influence of the various prospective partners.

We encourage you to review the tool directly in the link above. The actual end result is a “pyramid” indicating which agencies (color coded to indicate type of organization) would have the most influence (size and location on the pyramid are both important). Each of the bubbles in the pyramid below indicate an actual organization. In this example it is clear that three critical organizations in terms of influence will be the Ministry, Ag XIII Company, and the nonprofit ProNature.



Again, the Stakeholder Influence Mapping Tool depicts influence relationships. The process of visually mapping these relationships provokes the team to discuss the larger goal and who must be engaged.