Understand the problem

Understand the problem

1. What would be a simple description of the problem?
2. Who is affected by the problem?
3. What are some quantitative and qualitative indicators reflecting the existence and trends of the problem?
4.What are the root causes of the problem?

Understand the problem

5. Who would gain and who would lose if the problem is resolved?

6. How would those most affected by the problem define it?

7. Who are other actors working on the problem (locally and internationally)? Which solutions have they come up with?

Stakeholders Mapping

Who is a stakeholder?

Stakeholders are people, or groups of people, that have an affect on your activities or are affected by your activities.

Remember; other organizations that you deal with are 'groups of people' and so they need to be identified as well.

KNOW YOUR impact

Every activity has diverse impact on different stakeholders. To understand the problem and develop solution that makes and impact you first need to identify who your main stakeholders are.

Who is involved in delivering solutions to the problem you want to address?

Who do you expect will be affected by your activity?

Who else might be indirectly affected by your activity?

Look at your intended stakeholders and try to think about the changes they might experience and if there are any subsequent changes experienced by other people (or groups of people).

KNOW YOUR impact

Who might experience a negative change due to your activity?
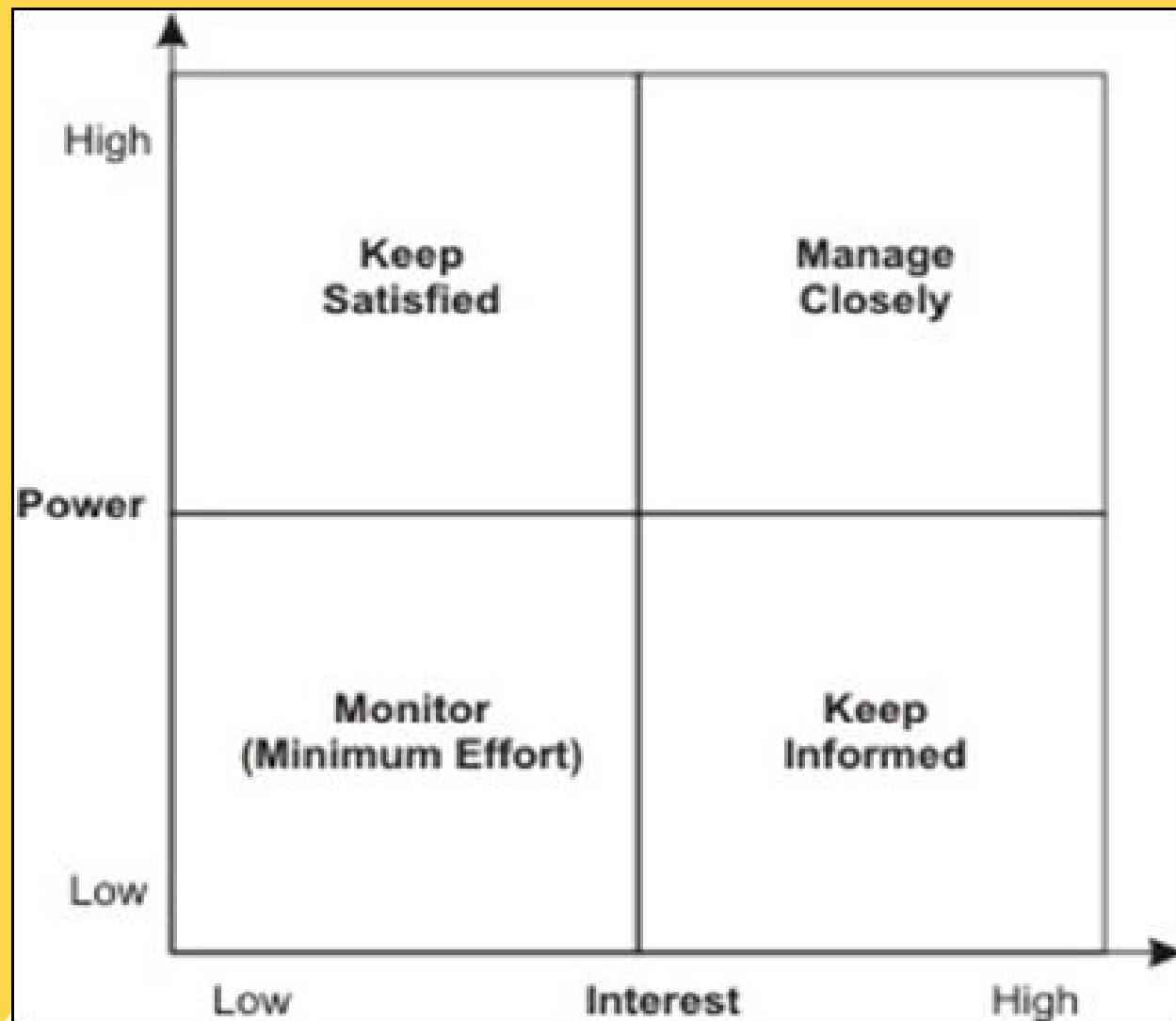
To get an adequate picture of change you cannot leave out groups of people who might experience negative consequences of your activities.
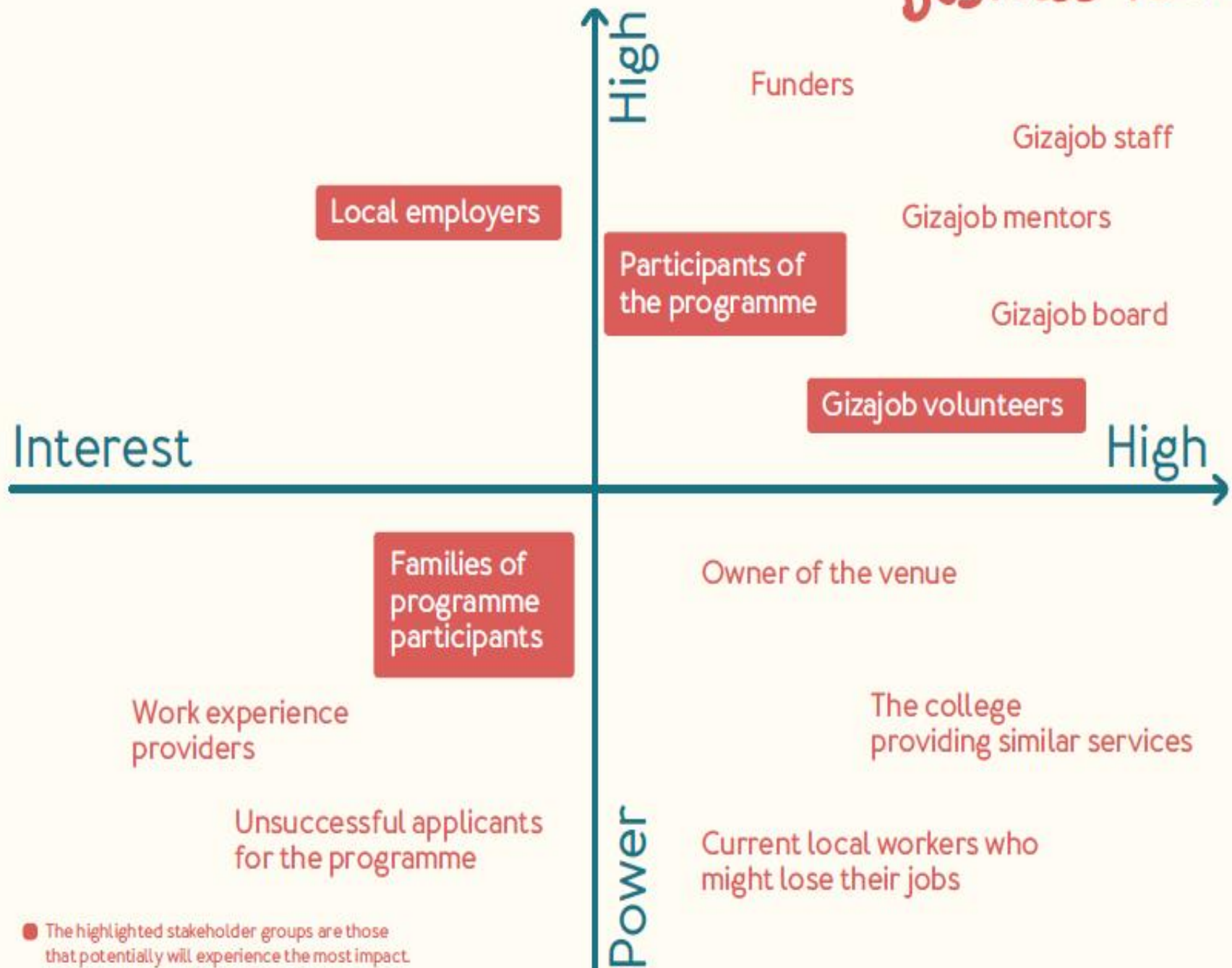
KNOW YOUR impact

Who might be experiencing something that gets displaced due to your activity?

At an advanced level you should also consider stakeholders that might be displaced by your activities. Displacement in this context is thinking about what changes are no longer happening as a result of your activity.

GIZAJOB STAKEHOLDER MAP

BUSINESS PLANNING

High

Funders

Gizajob staff

Local employers

Participants of the programme

Gizajob mentors

Gizajob board

Gizajob volunteers

Interest

High

Families of programme participants

Owner of the venue

Work experience providers

The college providing similar services

Unsuccessful applicants for the programme

Power

Current local workers who might lose their jobs

● The highlighted stakeholder groups are those that potentially will experience the most impact.

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So right now in your groups prepare the list of all stakeholders – people and organizations affected by the problem or affecting the problem you work on in any way.

Work in groups:

1) write the problem and solution at the top of your worksheet and draw the power/interest grid,

2) write <u>each stakeholder on a separate post-it note</u> and place it on a worksheet.

KNOW YOUR impact

The map can be even more informative!

1) Positive and negative impact: mark those post its with + (plus) or – (minus).

2) To indicate the strenght of your contact with this stakeholder: you may add some extra +, –, or o (neutral).

3) Whose well-being could we improve the most? - <u>UNDERLINE</u>

KNOW
YOUR
impact

Stakeholders Interview

1. Name, Title (Organization) [1-2 sentence quote from interview]	*6. Name, Title (Organization)* [1-2 sentence quote from interview]
2. Name, Title (Organization) [1-2 sentence quote from interview]	*7. Name, Title (Organization)* [1-2 sentence quote from interview]
3. Name, Title (Organization) [1-2 sentence quote from interview]	*8. Name, Title (Organization)* [1-2 sentence quote from interview]
4. Name, Title (Organization) [1-2 sentence quote from interview]	*9. Name, Title (Organization)* [1-2 sentence quote from interview]
5. Name, Title (Organization) [1-2 sentence quote from interview]	*10. Name, Title (Organization)* [1-2 sentence quote from interview]

KEY LEARNINGS

1. [2-3 sentence theme or insight]

2. [2-3 sentence theme or insight]

3. [2-3 sentence theme or insight]

APPROACH	ADVANTAGES	DISADVANTAGES
Focus group	Less time, more opportunity for discussion to unfold More opportunity to find the important outcome	Risk of bias (especially in case of a dominant voice) Some issues may be too personal and intimate to discuss in a group
One-to-one interview	People may feel more comfortable in sharing their experience	Less opportunity for experiences to be informed by the discussion More time-consuming
One-to-one phone call	Convenient for a researcher Some people may feel more comfortable talking on phone	Cannot establish deep contact

These maps can be very complex.

shift⁴ Obesity System Influence Diagram

Full Map
Clusters
Core Loop
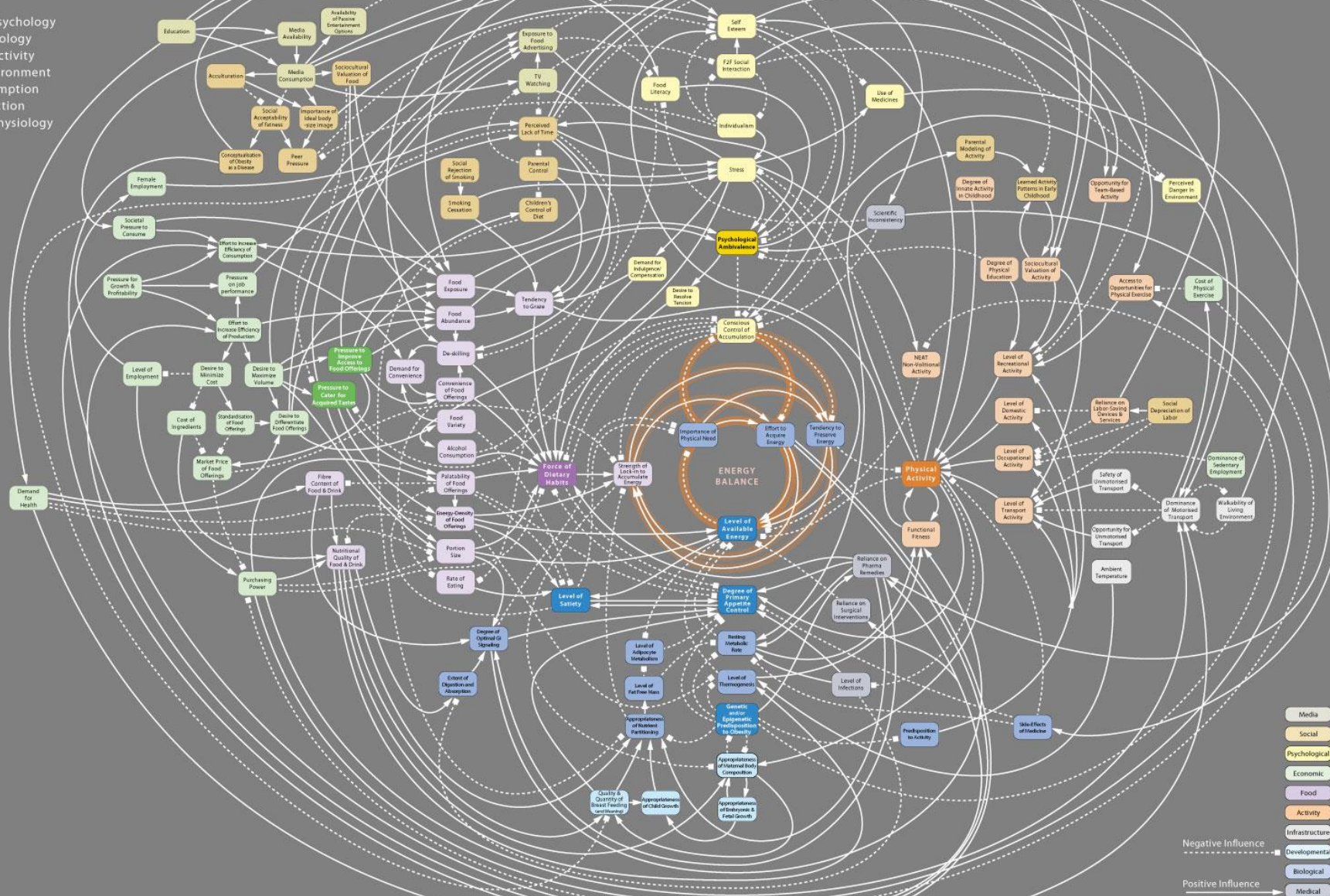Individual Psychology
Social Psychology
Individual Activity
Activity Environment
Food Consumption
Food Production
Individual Physiology
Physiology

Legend:
- Media
- Social
- Psychological
- Economic
- Food
- Activity
- Infrastructure
- Developmental
- Biological
- Medical

Negative Influence
Positive Influence

shift⁴
clarity in complexity

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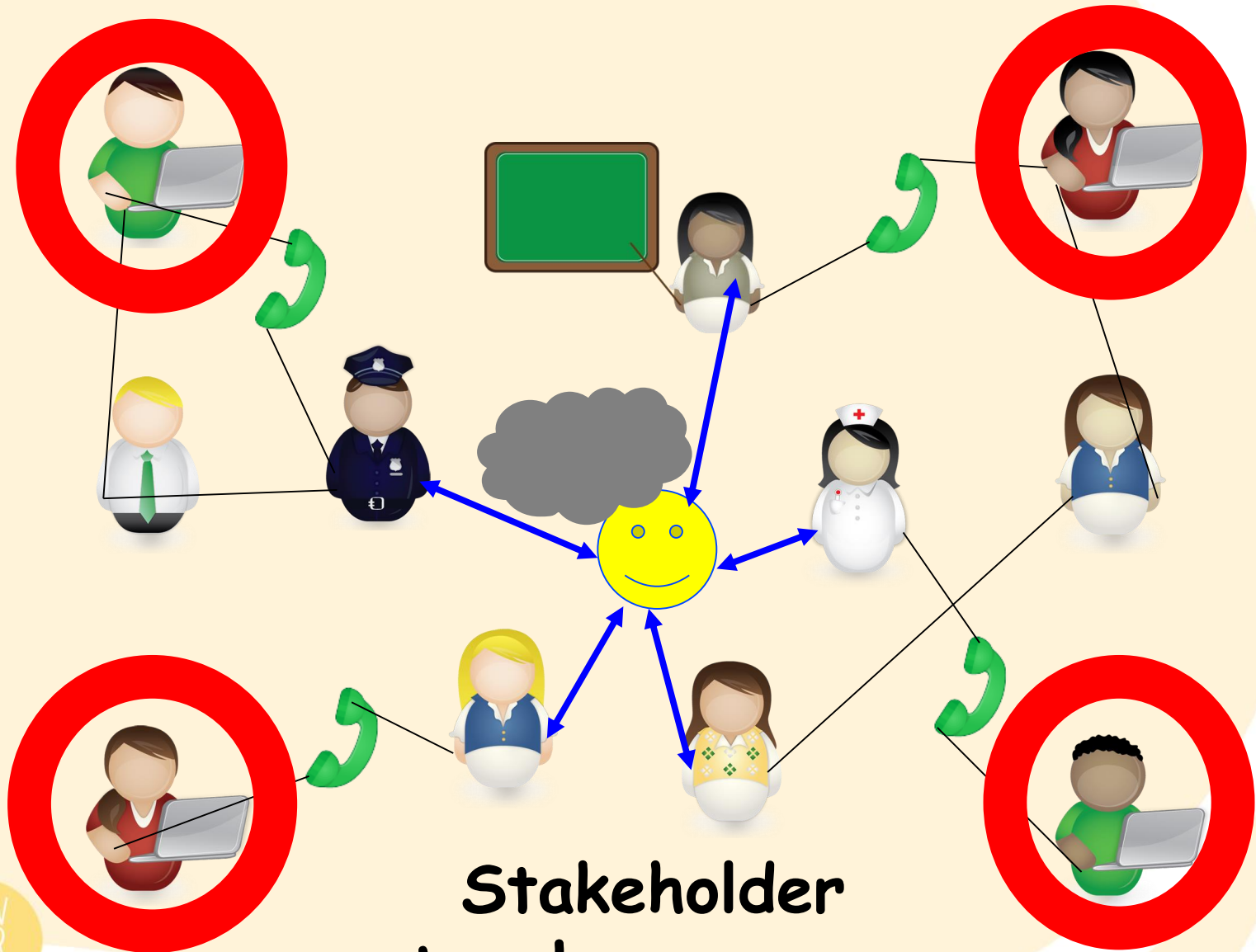
Stakeholder
networks are messy
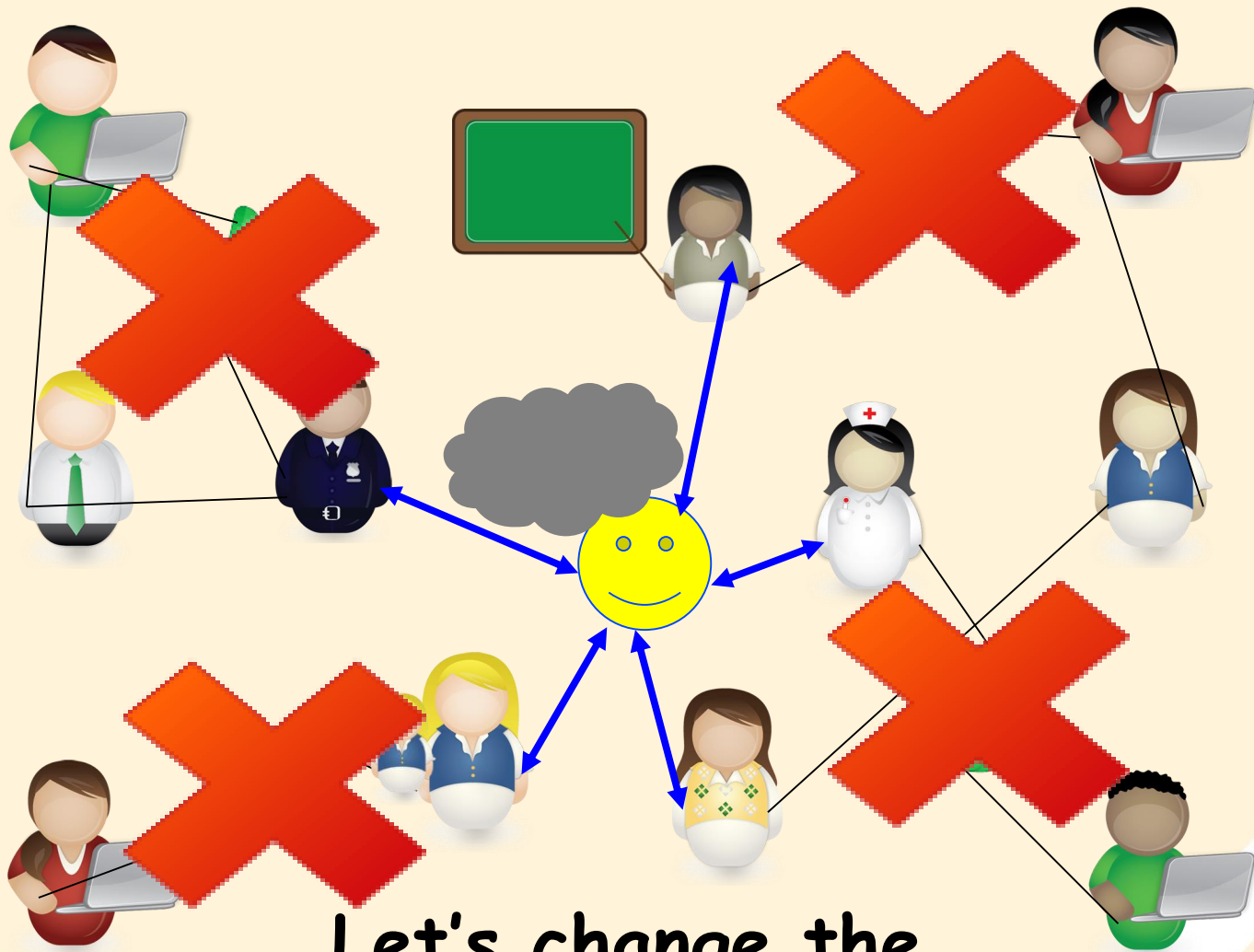
Let's change the viewpoint
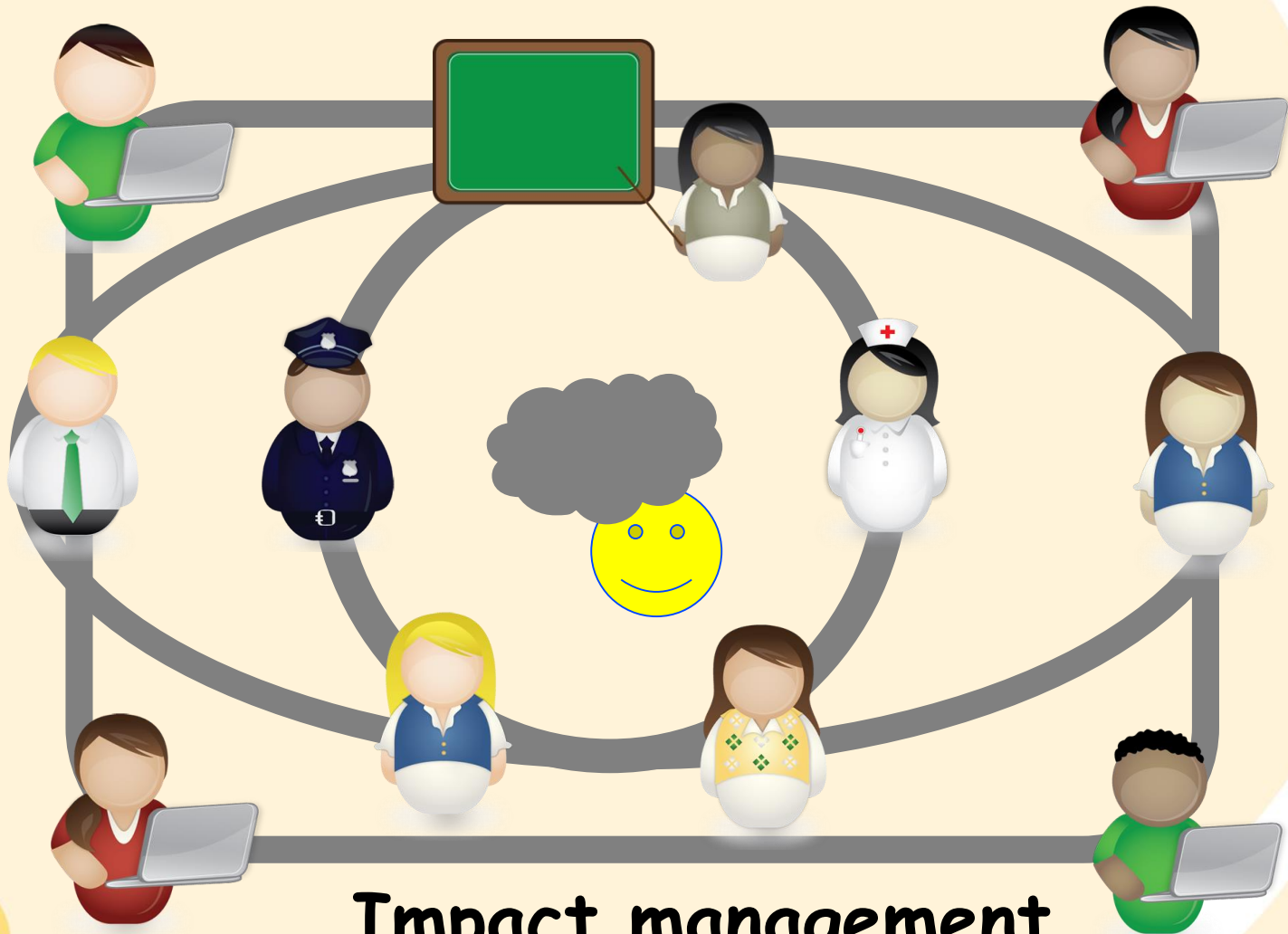
KNOW YOUR impact

Impact management coalition

Thank You!