



**GROWER
GROUP
ALLIANCE**
Together we grow

Session 4

Stakeholder Mapping



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A yellow, torn paper strip is placed on a red background. The strip has a vertical fold on the left side. The text "START WITH WHY" is written in black, uppercase, sans-serif font on the strip.

START
WITH WHY



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Groups and individuals
that have an interest,
in the actions and outcomes
of an organisation.....

....and upon whom, the
organisation relies on, to
achieve its own objectives...





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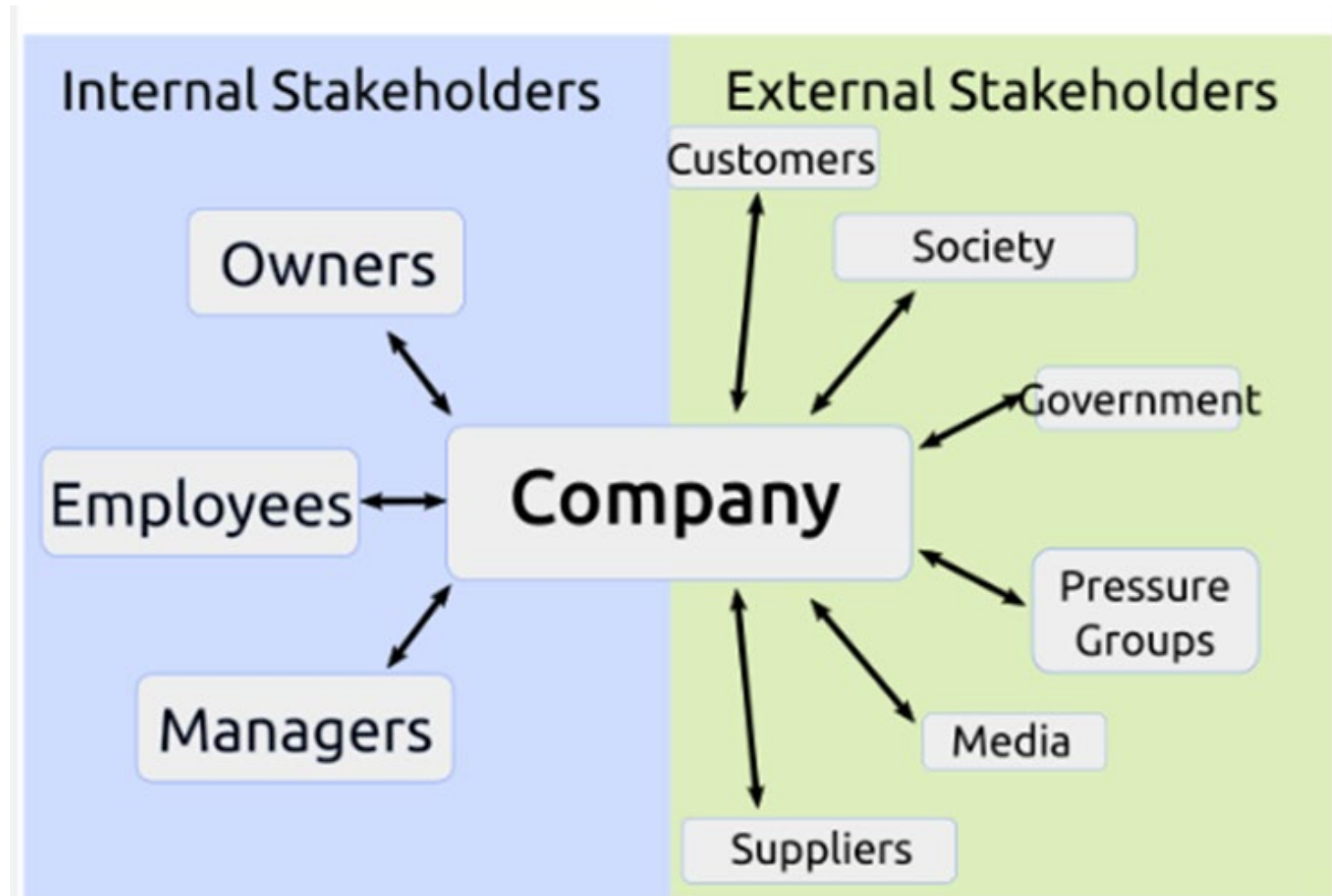
Genuine stakeholders
are those that either
contribute to....

...or have the ability to
undermine, the
productive activities of
an organisation





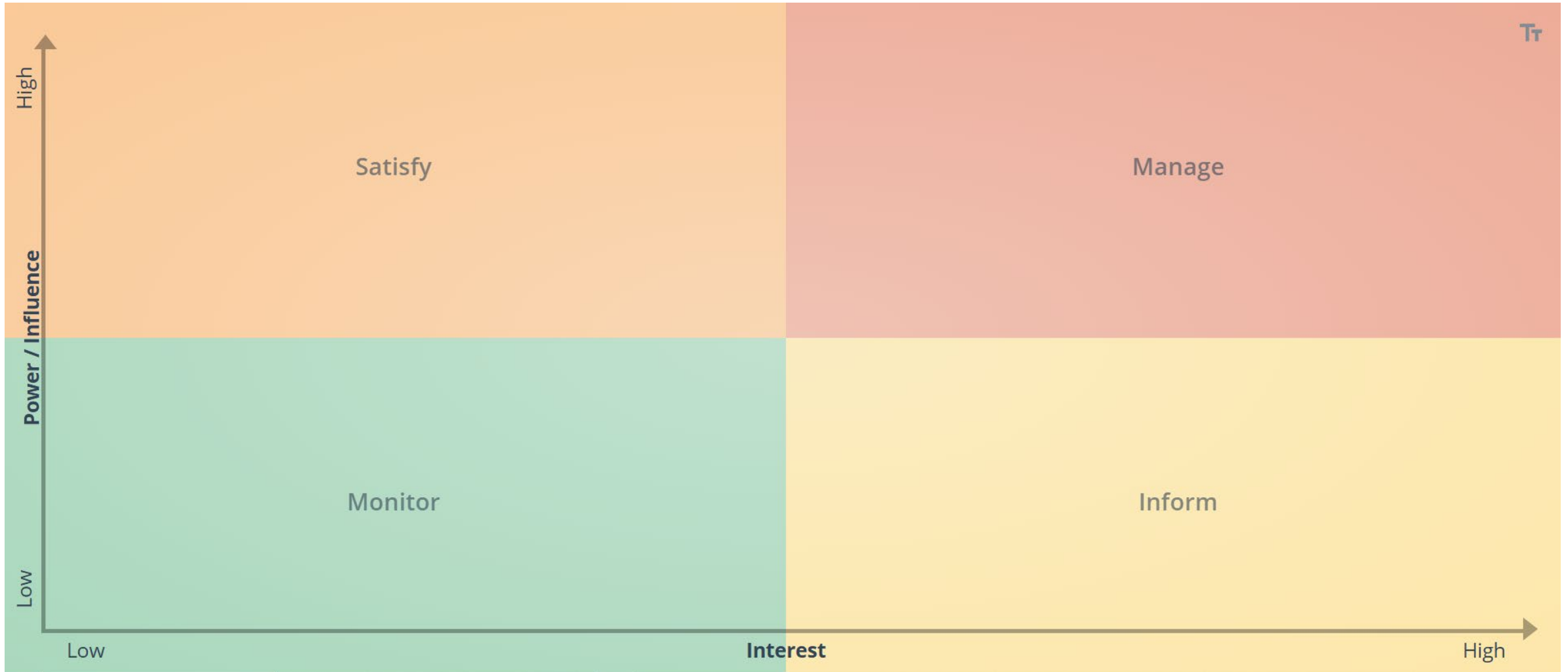
Types of stakeholders





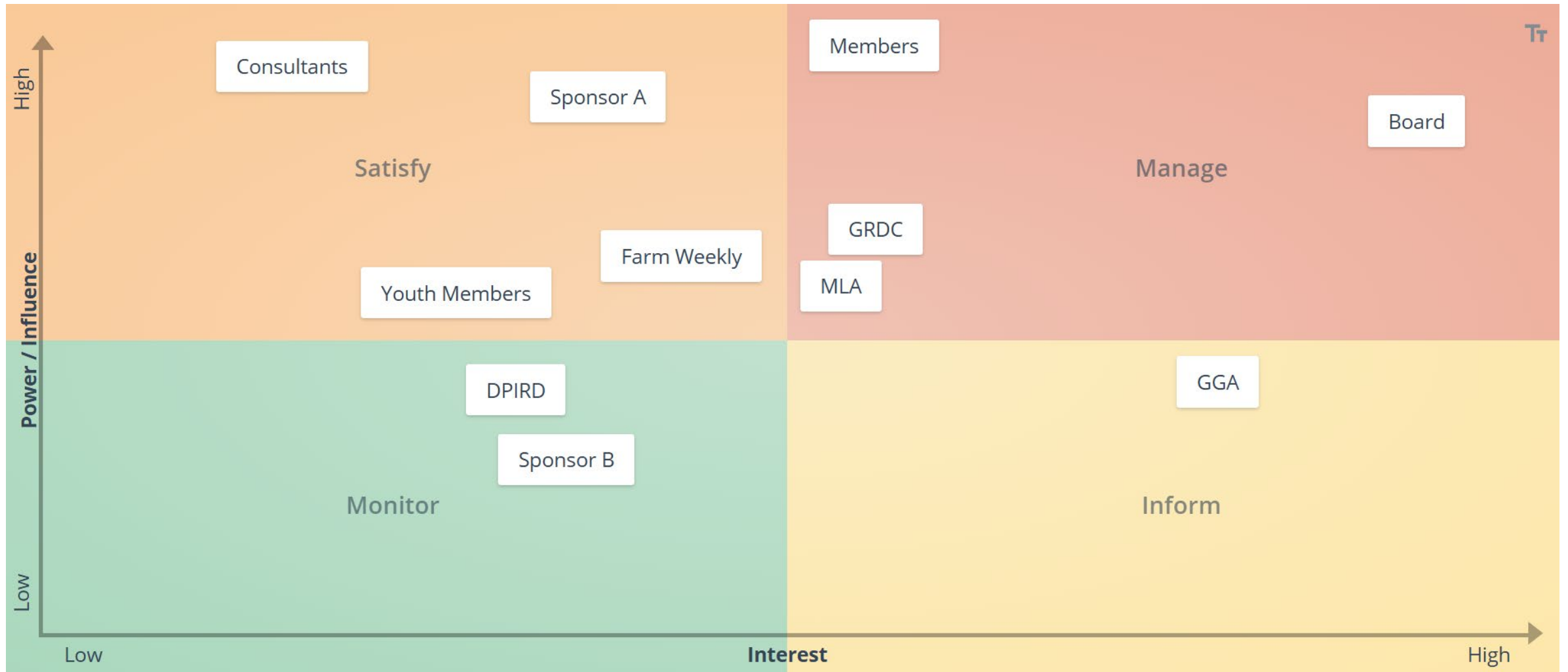
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Power / Interest grid





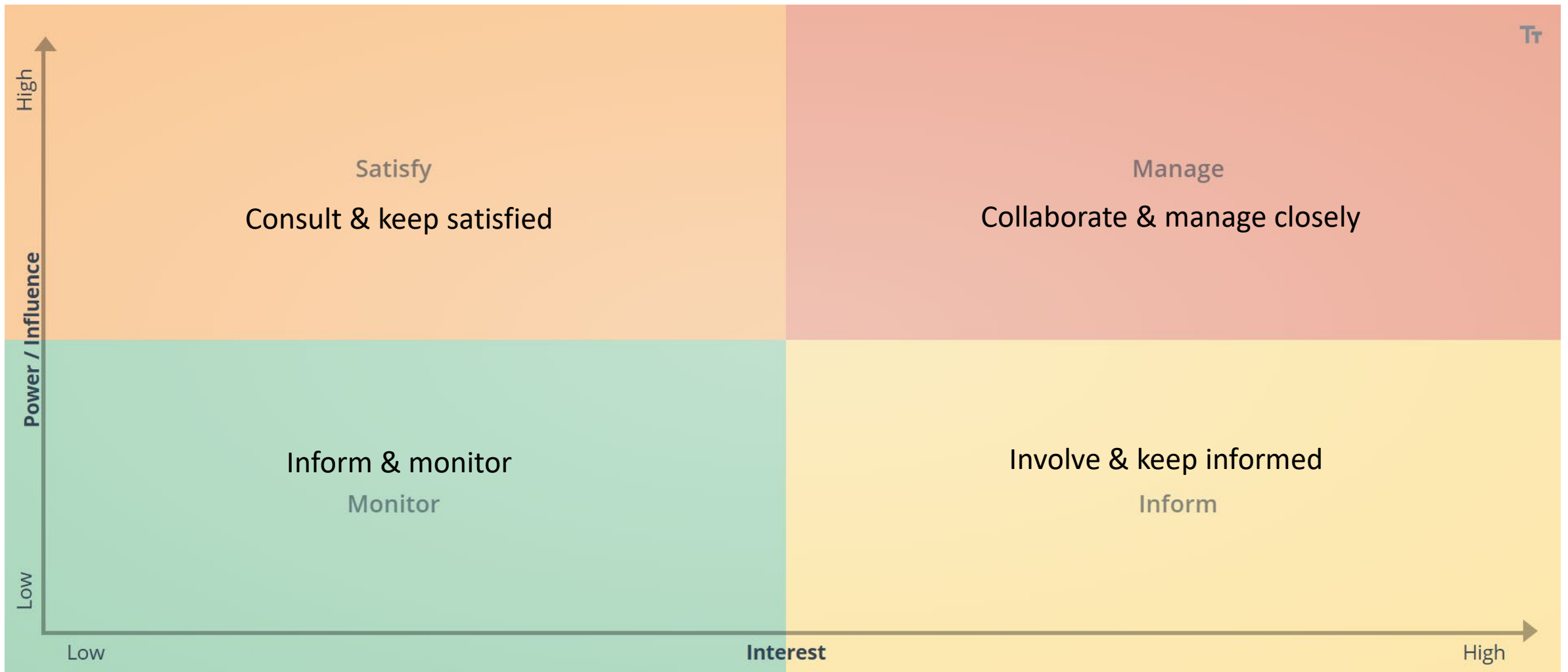
Power / Interest grid





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Power / Interest grid

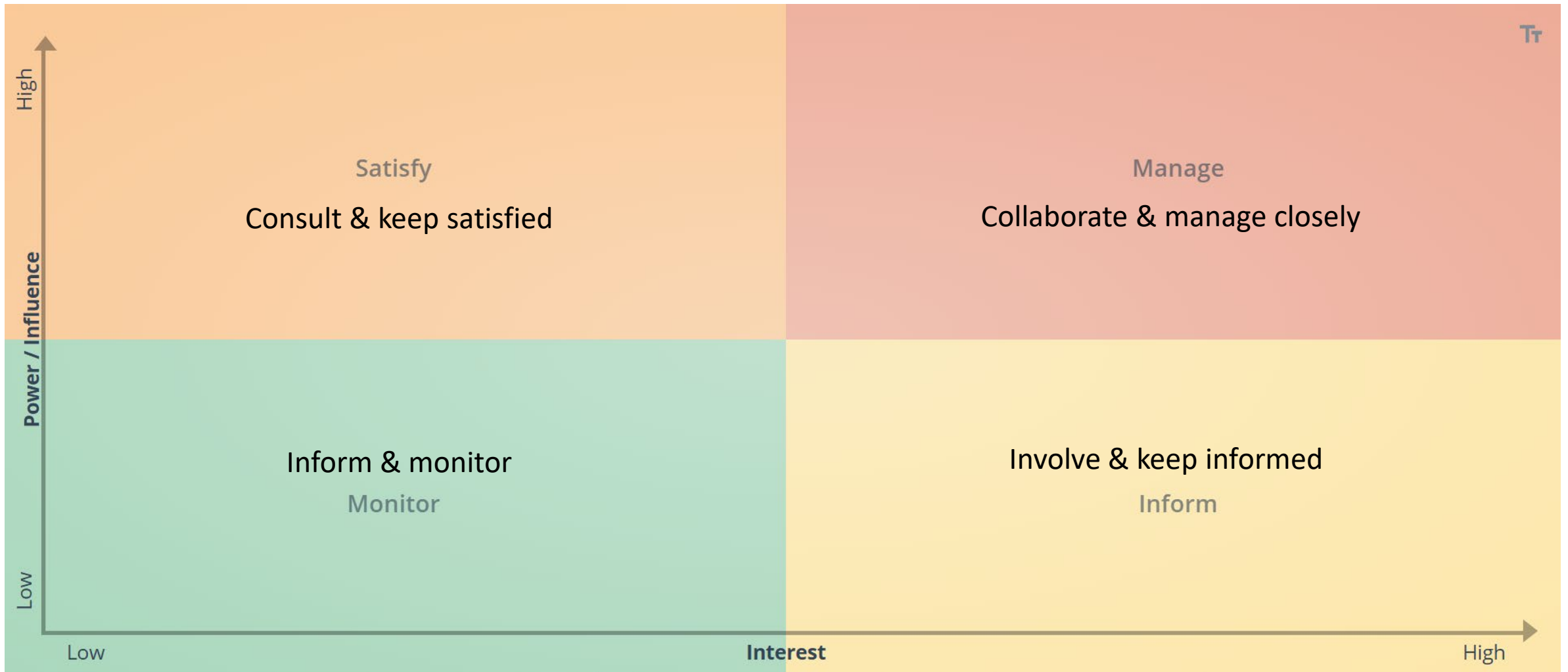




Now, It's Your Turn



Activity 1 - Your stakeholders

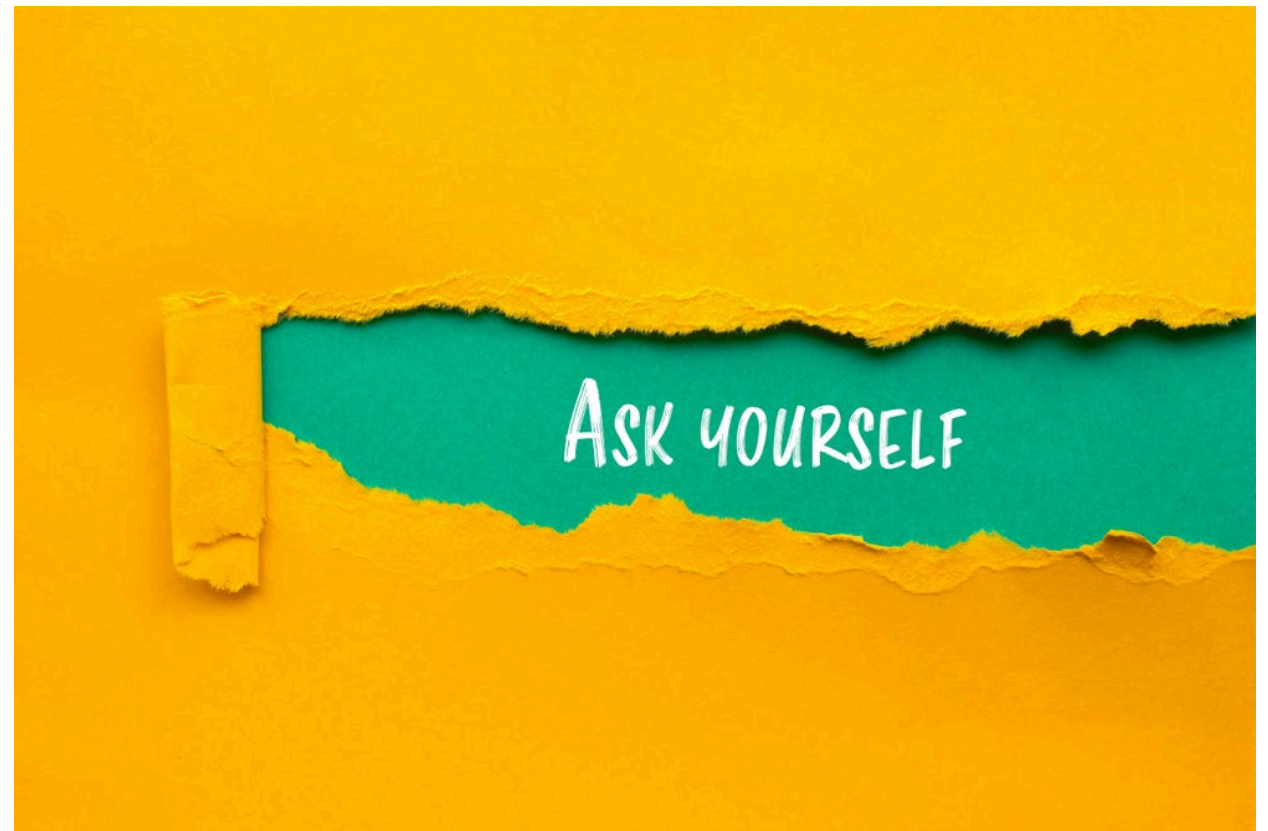




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Placing stakeholders

1. What are these people responsible for?
2. What do they care about in relation to my activities?
3. How will they influence my business?
4. What power / influence do third parties that provide advice or funds have?





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Activity 2 - Engagement methods





- ▼ GGA Newswire [subscriber]
- ▼ Hub Newsletter [subscriber]
- ▼ Emails - Mass email [1]
- ▼ Emails - Ad hoc [special]
- ▼ Annual report [printed]
- ▼ Whatsapp - project of interest
- ▼ Whatsapp - Chairs
- ▼ Lift Off [encourage attendance]
- ▼ GGA Forum [encourage participation]
- ▼ Chairs Summit [encourage participation]
- ▼ Invite - Chairs Summit [give dinner speech]
- ▼ Invite - AGM [sponsor or VIP access]
- ▼ Invite - Forum 'Cocktail+Conf' [free VIP]
- ▼ Zoom - monthly
- ▼ Zoom - qtrly housekeeping
- ▼ Zoom - [6 monthly co-ops]
- ▼ Zoom - annual call [or F2F]
- ▼ Zoom - as needed (free)
- ▼ Zoom - internal staff [or F2F]
- ▼ F2F - monthly
- ▼ F2F - weekly
- ▼ F2F - quarterly
- ▼ F2F - as required
- ▼ F2F offsite coffee catchup
- ▼ Visit - annual house call
- ▼ Visit - in region operational [eg. project]
- ▼ Visit - attend their event [Field Day/Conference]
- ▼ Report - Project specific
- ▼ Report - Quarterly
- ▼ Report - 6 monthly
- ▼ Pause - decompress [3M]
- ▼ Pause - decompress [6M]
- ▼ BNO [Drinks....]

Homework





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Co-design

