Stakeholder Analysis Tool

Homelessness System Stakeholder Analysis

This exercise is intended to be paired with the Stakeholder Analysis Template, found at:
https://login.builtforzero.org/resources/

Stakeholder Types

- **Leaders** - They play the main coordinating role, set strategy, make decisions. (Hint: one of these is you!)
- **Contributors** - They provide concrete action or resources for success.
- **Gatekeepers** – Their support or opposition unlocks key contributors or adversaries.
- **Adversaries** - You must either mitigate their resistance *or* take advantage of it to gain support from other key contributors
- **Bystanders** – They often *seem* important or are assumed to matter. In reality, they have nothing to offer and little ability to interfere.

What You Need Them to Do

For each participant, consider:

1. **Role within the system**
    - Title/Role - what authority do they have regarding tasks related to meeting results or people attending the meeting?
    - Organization - who are they accountable to and for what?
2. **Their impact, influence & leverage**
    - Who can the participant influence formally and informally?
    - What does the participant have direct control over?
    - What can the participant do through connections and relationships?
    - What is the participant's passion, values, commitment and knowledge?

Objective

Understand the stakeholders within our homelessness response system to best place them within improvement, service coordination or executive teams.

Initial Analysis

Stakeholder Agency	Person	Stakeholder Type	What do we need them to do?	What's in it for me?	Secondary Message

Next Steps:

Person	Stakeholder Type	Which meetings should they attend?	How do we get them involved? (next steps)	Who will contact them?

When thinking about the three teams & meetings (SC, Improvement & executive):

- *What specific skill set is needed?*
- *What is currently missing (individual and/or organization)?*