



STAKEHOLDER MAPPING

**Develop Relationship and Foster Strong Relationship with Stakeholders and
Donors**

Certificate of Completion in Stakeholder Mapping

Course Code: M054/25

Duration: 3 Days

Delivery Format: Hybrid

Target Audience:

- Communications and Fundraising Department Team

Program Outcomes:

Upon completion of this program, participants will be able to:

- Identify, analyze, and engage stakeholders effectively.
- Craft tailored communication and engagement strategies that align with organizational objectives.
- Use stakeholder mapping tools.

Detailed Syllabus

Module 1: Introduction to Stakeholder Mapping

Outcome: Participants will understand who stakeholders, why mapping them is crucial, the fundamental principles of identification, and the common frameworks used in stakeholder management.

Topics:

- Understanding stakeholders in the non-profit context
- Importance of stakeholder mapping for communication and fundraising
- Overview of stakeholder management frameworks

Activities:

- Introduction and overview of various stakeholder management models and frameworks.
- Case study analysis highlighting the importance of stakeholder mapping.

Assessments:

- Explaining the benefits of stakeholder mapping for a non-profit organization.

Module 2: Tools and Techniques for Stakeholder Identification

Outcome: Participants will learn and apply practical tools like the stakeholder analysis grid and power-interest matrix to identify and categorize stakeholders.

Topics:

- Stakeholder analysis grid and power-interest matrix

Activities:

- Case study: stakeholder identification in non-profit organizations
- Hands-on Exercise: Mapping Mercy Malaysia's stakeholders

Assessments:

- Developing a stakeholder map using the power-interest grid for a Mercy Malaysia scenario.
- Identifying and categorizing stakeholders based on their power and interest.

Module 3: Stakeholder Categorization

Outcome: Participants will be able to segment and categorize different stakeholder groups, understanding the nuances between donors, beneficiaries, and volunteers.

Topics:

- Segmentation techniques for key stakeholders
- Differentiating between donors, partners, beneficiaries

Activities:

- Group Activity: Categorizing stakeholders using real-world examples.
- Discussion on various stakeholder segmentation techniques.

Assessments:

- Explaining the importance of differentiated engagement strategies for different stakeholder groups.

Module 4: Developing Stakeholder Profiles

Outcome: Participants will learn to create detailed profiles or personas for key stakeholders, understanding their motivations and potential challenges in engaging with Mercy Malaysia.

Topics:

- Creating detailed stakeholder personas
- Identifying stakeholder motivations and challenges

Activities:

- Practical Exercise: Crafting stakeholder profiles
- Guidance on developing stakeholder personas with relevant details.

Assessments:

- Developing comprehensive stakeholder profiles for key Mercy Malaysia stakeholders.
- Identifying potential motivations and challenges for specific stakeholders.

Module 5: Designing Tailored Engagement Strategies

Outcome: Participants will be able to design communication and engagement strategies that are tailored to specific stakeholder groups and integrate stakeholder insights into fundraising campaigns.

Topics:

- Techniques for targeted communication
- Integrating stakeholder insights into fundraising campaigns

Activities:

- Role-play: Simulating engagement with key stakeholders.
- Methods for incorporating stakeholder feedback into program development.

Assessments:

- Developing a tailored communication strategy for a specific Mercy Malaysia stakeholder group.

- Proposing how stakeholder insights can be integrated into a program design.

Module 6: Tools for Continuous Engagement

Outcome: Participants will be aware of the technology and platforms available for continuous stakeholder communication, understand the importance of monitoring and evaluation, and be introduced to relevant software solutions.

Topics:

- Technology and platforms for stakeholder management
- Monitoring and evaluation of engagement strategies
- Tool demonstration: Stakeholder relationship management software

Activities:

- Overview of various communication technologies and platforms for stakeholder engagement.
- Discussion on methods for monitoring and evaluating the effectiveness of stakeholder relationships.

Assessments:

- Identifying appropriate technology for engaging different Mercy Malaysia stakeholder groups.
- Describing a basic framework for monitoring and evaluating stakeholder relationships.

Module 7: From Theory to Practice

Outcome: Participants will be able to align their stakeholder engagement strategies with Mercy Malaysia's overall goals and develop actionable engagement plans.

Topics:

- Aligning stakeholder strategies with Mercy Malaysia's goals
- Developing a stakeholder engagement action plan

Activities:

- Workshops on aligning stakeholder engagement with organizational objectives.
- Step-by-step guidance on developing a comprehensive stakeholder engagement action plan.

Assessments:

- Developing a stakeholder engagement action plan that aligns with Mercy Malaysia's goals.
- Identifying key activities, timelines, and responsibilities within an engagement plan.

Module 8: Challenges and Solutions

Outcome: Participants will be aware of common challenges in managing stakeholders and learn problem-solving approaches through case study analysis.

Topics:

- Common challenges in stakeholder management

Activities:

- Case Study Analysis: Problem-solving in stakeholder engagement
- Discussion on typical challenges encountered in stakeholder management.

Assessments:

- Identifying potential challenges in engaging specific Mercy Malaysia stakeholders.
- Proposing solutions to stakeholder engagement problems based on case study analysis.

Module 9: Embedding Stakeholder Management in Daily Operations

Outcome: Participants will understand how to integrate stakeholder management strategies into their daily work and establish communication protocols for sharing stakeholder insights within their teams.

Topics:

- Aligning strategies with departmental work plans

Activities:

- Integrating stakeholder insights into team workflows
- Workshops on aligning stakeholder engagement with departmental goals and work plans.

Assessments:

- Identifying how stakeholder strategies can be integrated into a departmental work plan.
- Developing communication protocols for sharing stakeholder insights within a Mercy Malaysia team.