STAKEHOLDER VISUALIZATION (Canvas)
Preparations and Instructions

Overview
- **Developer:** Siscode Learning Hub
- Link to original template

Purpose
Stakeholder visualization is a tool for obtaining deep knowledge about your stakeholders and their needs, motivations and drivers for participating in your innovation. It will help you create an approach by creating a visual knowledge about stakeholders. This way you can customize activities about specific issues and take into account the needs and desires of your stakeholder.

This tool can be used to deepen your insights in the stakeholders and determine the needed characteristics for the process after Stakeholder Mapping. Before Stakeholder Mapping it can help determine what are the characteristics of stakeholders you need to involve and that way help you detect those specific ones.

Advantages and shortcomings
- Advantage: Getting a thorough picture of the stakeholders and comparing them
- Advantage: Acknowledging differences that stakeholders may have in their preferences, routines and motivations
- Shortcoming: It may be difficult to think on somebody else's behalf.
- Shortcoming: Without proper knowledge of the ecosystem of actors one may end up reproducing stereotypical views about stakeholders views.

Recommendations on when to apply in the Climate Transition Map
- ☑ Building a strong mandate
- ☑ Understanding the System

The Stakeholder Visualization Map can be used in building a mandate and understanding the system. Visualization can help understanding the differences between stakeholders and comparing them. It can help with moving on to the next phases of the change.

Instructions
- **Duration:** 45+ minutes
- **Materials:**
  - Blank Canvas – printed or online (see note)
  - Post-its and pens
- **Group size:** 3-5 people

Note: This tool can be used during virtual meetings to organize an online collaborative exercise. The canvas can be uploaded in an online collaborative whiteboard platform (such as Miro, Mural...) or in a Google sheet and participants can then fill in the map thanks to virtual sticky notes.

Process
First list your stakeholders (using People and Connections Map and Stakeholders Map). Then use Stakeholder visualization.

Step 1: Describe a typical person that could represent one of the stakeholders (can be organization, network, person etc.) Research the stakeholder group and gather information about them to able to create a persona based on that. Use the persona to represent the stakeholder group during this visualization exercise.

Step 2: Have each team member visualizing different stakeholder and describing them. Encourage participants to describe them in their own approach and using creativity in the visualization.

Step 3: Compare the visualizations and discuss about the differences. Dive deeper into the reasons as to why they describe the stakeholders in that way. Encourage team members to explain their thought process and reasoning behind their choices.

Step 4: Visualize the stakeholder's persona based upon the common characteristics of the group stakeholder represents

[Add a picture or drawing to represent your visualization]	**Who am I?**	**3 reasons for me to engage with you on a particular issue:**	**3 reasons for me NOT to engage with you on a particular issue:**
		1:	1:
Stakeholder Name (person or organization)		2:	2:
Stakeholder Group or Segment		3:	3:

My Community Interests	My Key Needs	My Social Environment	My Motivation	My Alternatives
What social or community issues do I care about?	What services/products do I need, or change do I want see in my community?	What broader issues may affect my desire or ability to be a part of your activities?	Am I an active or passive stakeholder in your issue/activities?	What other options do I have, besides engaging with you?