



# PEOPLE & CONNECTIONS MAP

## Preparation & Instructions



### Description

The People & Connections Map is a visualization tool used to identify stakeholders you are trying to reach and how. It is a tool for mapping actors that surround you that could potentially become your partner, user or supporter. These might include people, communities, funders, networks etc. All of them can represent a resource to your innovation and link to your group goal or your innovation.

The tool helps to focus attention on all actors in the product-service (eco)system. In doing so, it sheds light on actors and their possible role in the solution's design and implementation. It also provides insight on those affected by the challenge, ensuring that marginalized voices are included. By mapping actors, services can be (re-)designed based on value creating relationships and improved based on user (actor) research. The tool is a first step towards a stakeholder map which defines these roles in greater strategic detail. As a first step, it also starts shedding light on the replicability of other SI ideas in the local context (from a reverse engineering perspective).

### How to conduct

**Duration:** 45 - 90 min

**Material:** Pens & Post-its

**Participants per team:** 3 - 8

#### Instructions:

1. Start from the center point of the tool by listing your target audience (beneficiaries, users, customers) who can benefit from your idea.
2. You can use the four segments to divide the stakeholders by specific areas or themes (e.g. healthcare, finance, etc)
3. Then work towards the outer layers and list stakeholders that surround you or are somehow related to the work you do. The closer they are positioned to the center point the stronger their influence or value is.
4. Once you fill in the worksheet, revise the input, one by one, and reconsider possible repositions together with your team.
5. By reviewing the stakeholders you will encourage team discussion and gain better understanding of relationships and connections you are trying to build. When finished, you will get a clear, visual stakeholder graphic to help you highlight and communicate the main focus of your work.



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Template

Based on the People and Connections Map in the S/Learning Toolkit

