

Actor mapping – standard tool overview

Method 1

Actor mapping is an indispensable step that should be completed collaboratively.

This method is best applied

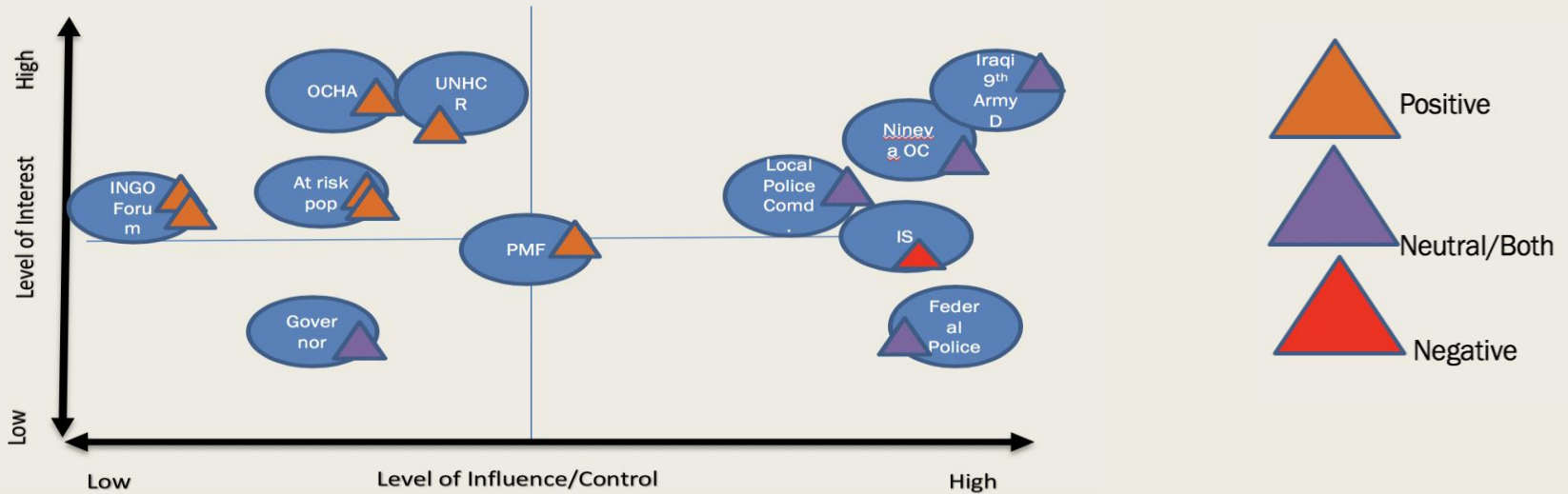
- 1) during the engagement strategy process
- 2) When there is a change in context

It should be reviewed at least on a 6 month basis.

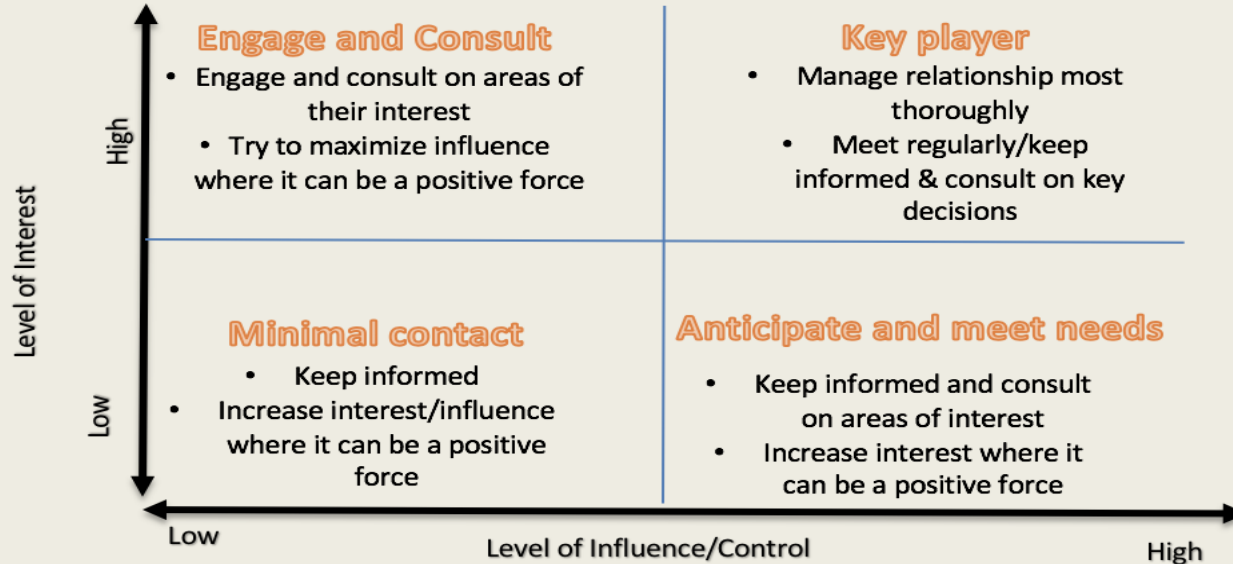
Step 1 – List all the stakeholders



Step 2 - Determine interest and influence



Step 3- Categorize stakeholders



Method 2

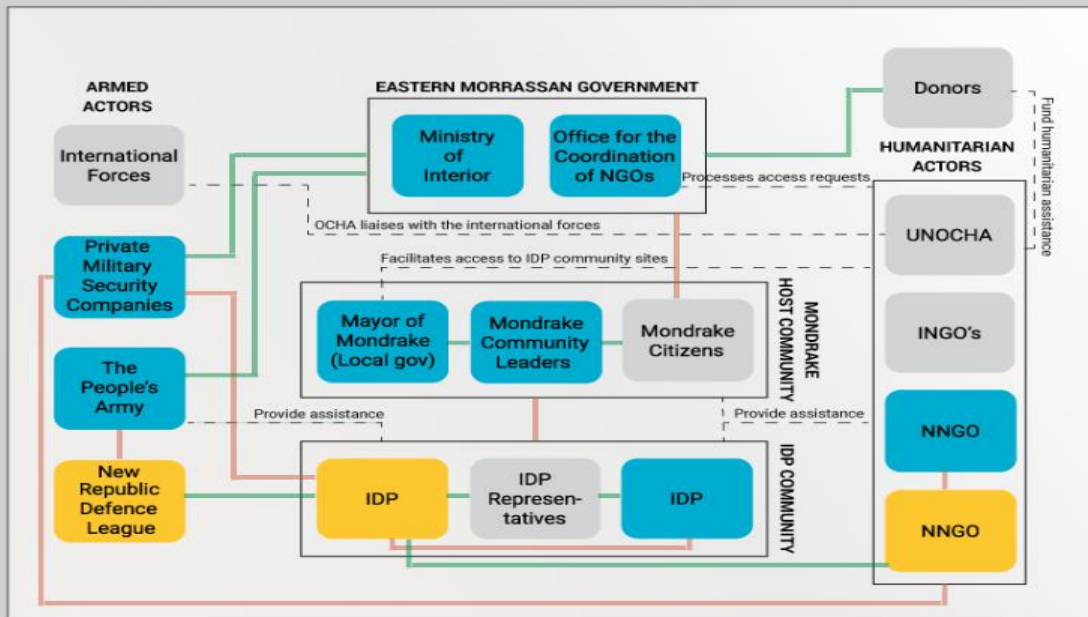
Method 2 is a visual method which highlights the types of relationships between actors and allows to identify actors whom we would not have considered otherwise.

This method is best applied as preparation for negotiations. The two methods are complementary, after following step 1 from method 1, continue to visualize the actors as a group.

Visual mapping

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In practice





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