

# Stakeholder Brainstorm (1)

**Stakeholders are any people, groups or organisations that have an interest in your work and/or may influence its outcomes.** This table is a prompt to help you to identify your own stakeholders. Some of the categories below might relate to you as a single group, but many may be better split into subcategories or individual organisations or people, if you relate to them in different ways. For example, you may want to identify specific funders that are important to you, or different groups of beneficiaries. Once you have a list – and you can add your own categories in the spare boxes, or take out any below that are not relevant to you – highlight the ones you feel are the most important and the ones who have the most influence over your ability to deliver your services. Now go to section 2.

<b>Beneficiaries</b>	<b>Funding Bodies</b>
<b>Customers</b>	<b>Donors</b>
<b>Staff</b>	<b>Partners/Linked organisations</b>
<b>Patrons/champions</b>	<b>Experts/professionals</b>
<b>Volunteers (include trustees here)</b>	

## Stakeholder Analysis (2)

For each “important” stakeholder identified in section 1, use this table to show their specific interest, needs or concerns about your work and the implications that might have for you in reporting your outcomes to them.

Stakeholder	Needs and concerns	Implications/Actions for reporting outcomes
<i>Example:</i> Trustees	Holding the organisation to account	Regular information is required on topline outcomes achieved against target, in order to enable monitoring. Prepare quarterly report of headline information.