**Lesson 4 Work Assignment**

*Remember to save a personal copy of this completed work assignment for future reference.*

# Purpose

As you learned in Module 4, one of the first steps to meaningfully involving stakeholders in the research process is identifying *who* to engage. The purpose of this assignment is to identify some of the key stakeholders to involve before, during, and after trials and to critically think about their influence and impact on the research.

# Step 1: Stakeholder Identification

Complete Section 2.3 of the GPP Blueprint using the information you wrote down in the module 1 assignment as a guide. Record your responses in the answer sheets below.

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| SECTION 2.3**Stakeholder list** |
| 1. Building on your list of past stakeholders from Section 1.3, compile a list of potential stakeholders for your upcoming trial in the table below. (You can list them as individuals or by group, organization, etc.)
 |
| 2)Fill in the first four columns (the remaining two will be addressed in the next section). Limit your answers in the second column to areas relevant to the research or the community (e.g., advocacy at high levels of government; influential voice in national media; extensive experience in technical aspects of trial-related procedures).

| Key Stakeholders |
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| Stakeholder | Area of expertise/ influence | Support or oppose the research | Partner in previous trial? (Y/N) | Objective/area for engagement | Priority level |
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# Step 2: Stakeholder Prioritization

* Next read Section 2.4 of the GPP Blueprint.
* Think about each stakeholder that you listed in Step 1 and their interest in the trial as well as their potential level of influence. The following reflection questions can help you identify the interests and influence of stakeholders:
* What does the stakeholder expect from the research and how do they benefit?
* Are there any conflicting interests that the stakeholder may have with the research?
* How committed is the stakeholder to the research?
* Are there potential conflicts with this stakeholder that can hinder the research?
* Remember that stakeholder analysis should not be done in a vacuum, by just one or two people. Consider getting input from other members of your research team and take into account a diversity of perspectives.
* Now prioritize your list of stakeholders, using the Stakeholder Priority Grid below. Each quadrant gives you an indication of the level of engagement that may be appropriate for each individual or group.
* Assign each stakeholder a number (1 through 4) based on where they fall in the priority grid. Write this number next to each stakeholder in the table you used for Step 1.

**Quadrant 2: INVOLVE**

Highly influential stakeholders should be kept engaged and informed, even if they’re only moderately invested—and even if they’re opposed to the trial.

Aim to increase their level of interest and gain their support.

**Quadrant 1: PARTNER**

Partner with highly influential stakeholders who possess valuable knowledge, skills, and resources and stand to benefit from the research.

Focus the most effort these stakeholders, consulting with them on decision making through all stages of the trial.

**Quadrant 4: CONSIDER**

Stakeholders who have low influence and low investment in the research should be informed and engaged only when necessary.

Reserve more significant efforts for higher-priority stakeholders.

**Quadrant 3: INFORM**

Keep stakeholders with significant investment in the trial but low influence informed and engaged as necessary.

Also consider assisting marginalized stakeholders so that they may become more influential.

***Low***

***High***

***High***

***Low***

**Influence of stakeholders**

**Interest of stakeholders**

**Interest of stakeholders**

**Influence of stakeholders**