# Work Assignment 4\_Track A

# Stakeholder identification, analysis and prioritization

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

# Purpose

The purpose of this assignment is to review and prioritize your current list of key stakeholders who support your research agenda (across multiple trials), using the Priority Grid tool.

# Instructions

* Answer all questions in Sections 1 and 2.
* If possible, work with your wider research team members and discuss your responses.

# Section 1: Stakeholder Identification

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| 1. **List key mechanisms that your research team employs to identify key stakeholders (e.g. CAB consultation, consulting other research networks, mapping process). How can you realistically improve your current approach?** |
| 1. **Refer to your current contact list or inventory of key stakeholders. Review the list by using the following questions as a guide:**  * Have you listed stakeholders who are most impacted by the research, have authority to make decisions and/or provide resources to achieve desired objectives In your engagement plan? * Have you listed all relevant key stakeholders who have been engaged in previous trials? * Have you listed stakeholders who may oppose or misunderstand the research? * Have you considered those who may not have been involved in the research to date, but who possess key information and experience important to the outcome, including hard to reach or marginalized groups that may require some additional strategizing and outreach? * Have you considered the entire research lifecycle? Both stakeholders and their interests may change as the research and engagement progresses, so it is important to routinely review your list. |

# Section 2: Stakeholder Analysis and Prioritization

It is not effective or practical to engage with all stakeholders with the same level of intensity all of the time. Prioritizing your stakeholders, depending on their interest in and influence on the research, is an essential step for determining what role(s) and engagement strategies may be most appropriate to implement based on available resources.

1. **Refer to the Stakeholder Priority Grid below. Assign each of your key stakeholders a quadrant number. Use these questions as a guide.**

* Who are the people and/or groups that might be most affected by the research?
* Who has direct authority over decisions involving the goals of the research?
* Who can most hinder or misunderstand the research?
* Who can provide essential expertise and experience, to achieve research objectives, address engagement priorities and any help prevent and/or manage identified barriers?
* Do key stakeholders want to be involved and, if so, how much? Or would they prefer to be informed about the research and it’s process?

1. **Summarize your analysis and prioritization of key stakeholders in the table on Page 3.**

**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**

| Key Stakeholders | | | | |
| --- | --- | --- | --- | --- |
| Priority Level | Description of stakeholder (be as specific as possible) | Area of expertise/ influence/how this stakeholder will contribute to the research or GPP topic area | Support or oppose the research | Partner in previous trial? (Y/N) |
| Quadrant 1: PARTNER |  |  |  |  |
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| Quadrant 2: INVOLVE |  |  |  |  |
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| Quadrant 3: INFORM |  |  |  |  |
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| Quadrant 4: CONSIDER |  |  |  |  |
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