*Royal Holloway Research Impact Toolkit – download no.5 stakeholder mapping*

**Stakeholder mapping**

Stakeholders are the VIPs of the research process. They can be anyone with a vested interest in your work (such as funders, beneficiaries, colleagues, partners and policymakers) and their influence can turn your research into a real force for change. They can support you to:

* **Identify aims**
* **Prioritise activities**
* **Build networks**
* **Improve resources**
* **Challenges your assumptions**
* **Build credibility**
* **Promote and use research findings**
* **Monitor and evaluate impact**
* **Identify new research questions**

**3 steps to mapping stakeholders**

To achieve impact, a good place to start is to identify who might benefit from your work and who can help you to maximise that benefit.

Step 1: list and analyse your current stakeholders. Include those who are:

* **interested or affected by your research**
* **directly involved in your research**
* **beneficiaries of your research**
* **supportive of your research**
* **negatively affected by your research**

| Stakeholder Name/Organisation | Email | Location | Nature of interest/disinterest |
| --- | --- | --- | --- |
| Royal Holloway | royalholloway@ac.uk | Egham | To use world-leading research to have a positive societal impact |
| **Current/Future**  Do you have a connection with this stakeholder or do you hope to build this relationship in the future? | **Challenger/Supporter**  Is this stakeholder more of a challenger or a supporter of your beliefs? | **Current/Future**  Is this stakeholder from outside your world (outside Royal Holloway academia) or someone who can emphasise with your experience as a researcher? | **Outsider/Emphasiser**  Is this stakeholder like you? It’s up to you how you interpret this. You could consider background/views/values. |
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Step 2: prioritise. For each stakeholder, consider their influence, availability, and level of interest. Plot their initials/acronym on this graph to help you prioritise which relationships to invest your time in.

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Step 3: plan your communication strategy. Using the information you have compiled in Step 1-2, select 3-5 priority stakeholders and copy them into this table. Plan how you will manage this relationship and communicate effectively. Often the earlier you reach out, the more buy-in they are likely to have and the higher the likelihood of them staying engaged and enthused.

| Stakeholder Name/Organisation/Public | How much resources and time do they have? | How will you communicate with them? | What first step will you take to engage with them? |
| --- | --- | --- | --- |
|  |  |  |  |