**Activity #1: Identifying Primary Intended Users**

*3.10.14*

1. At each table, use the real-life example you brought to generate a list of real stakeholders for your policy or program. Use the table on the back page to list your stakeholders.

**GROUPS TO CONSIDER:**

* Program funders
* Staff
* Administrators
* Clients (or people affected by the program or policy)
* Decision-makers (people who have or might pass a relevant policy)
* Advocates (people who might help or support your program in various ways
* Others?

1. Use the grid below to map your stakeholders. Consider the stakeholder’s interest in your program or policy, as well as the stakeholder’s power (ability to influence program or policy decisions). Enter the names where they correspond.

|  |  |  |
| --- | --- | --- |
|  | Low-power stakeholders | High-power stakeholders |
| High-interest stakeholders |  |  |
| Low-interest stakeholders |  |  |

|  |  |
| --- | --- |
| **Name** | **Position**-**Organization** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |