



**Stakeholder Circle™**

# Using the *Stakeholder Circle®* Software

## Part 3: Applying the methodology



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## Contents by section (each section can be downloaded separately)

1. Getting started
2. Login:
  - to trial version
  - to full version
3. Applying the methodology
4. Data input: Step 1 – Identify
5. Data input: Step 2 – Prioritize
6. Data input: Step 3 – Visualize
7. Data input: Step 4 – Engage
8. Data input: Step 5 – Measure effectiveness
9. Plan Communication
10. Version control
11. Update stakeholders
12. Review changes
13. Reports
14. Other functions
15. Getting help

Download additional parts of this manual from:

<http://www.stakeholdermapping.com/stakeholder-management-software-and-tools/98/>





## The methodology

The Stakeholder Circle® software has been developed to reflect the Stakeholder Circle® methodology. The methodology can be effective without software, but for complex projects with multiple stakeholders and a long timeframe it is recommended to use the software to assist in collecting and maintaining data necessary for effective stakeholder engagement.

The methodology has 5 steps:

1. Identify
2. Prioritize
3. Visualize
4. Engage
5. Measure communication effectiveness

The Stakeholder Circle is effective because it is structured to ensure that there is a consistent method of data collection. The consistency supports trend analysis of changes in levels of importance and support of stakeholders identified through the process.

However, it is not necessary to start at *step 1* and proceed through each consecutive step. Individuals or organisations who believe they have a robust method for identification of stakeholders can proceed to another *step* with the list they have already developed.

**NOTE: it will be necessary to input the stakeholder details into the software to achieve effective use of all its functions.**

## The **Stakeholder Circle®** Methodology

*“Are you managing the right stakeholders?”*



<input type="checkbox"/> Name <input type="checkbox"/> Role <input type="checkbox"/> Direction of influence (U, D, O, S, I, E) <input type="checkbox"/> Importance and 'stake' <input type="checkbox"/> Requirements: 'expectations'	<b>Team ratings of:</b> <input type="checkbox"/> Power <input type="checkbox"/> Proximity <input type="checkbox"/> Urgency <input type="checkbox"/> Index # <input type="checkbox"/> Priority	<b>Results of Steps 1 &amp; 2</b> <input type="checkbox"/> Categorized list <input type="checkbox"/> Excel form <input type="checkbox"/> Stakeholder Circle	<b>Engagement Profile</b> <input type="checkbox"/> Support <input type="checkbox"/> Receptiveness <input type="checkbox"/> Targeted Communication Plan <input type="checkbox"/> Relationship Manager	<input type="checkbox"/> 'Baseline' communication plan <input type="checkbox"/> Subsequent assessment <input type="checkbox"/> Direction of influence (U, D, O, S, I, E) <input type="checkbox"/> Reports
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## **Data collection in the Stakeholder Circle**

The software supports collection and analysis of all relevant data about the stakeholder community. NOTE: as the community changes over time, it will be necessary to update the data in the software tool.

## **Applying the methodology within the Stakeholder Circle tool**

