



Stakeholder Circle™

Using the *Stakeholder Circle®* Software

Part 6: Data input: Step 3 – Visualize



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Download additional parts of this manual from:

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





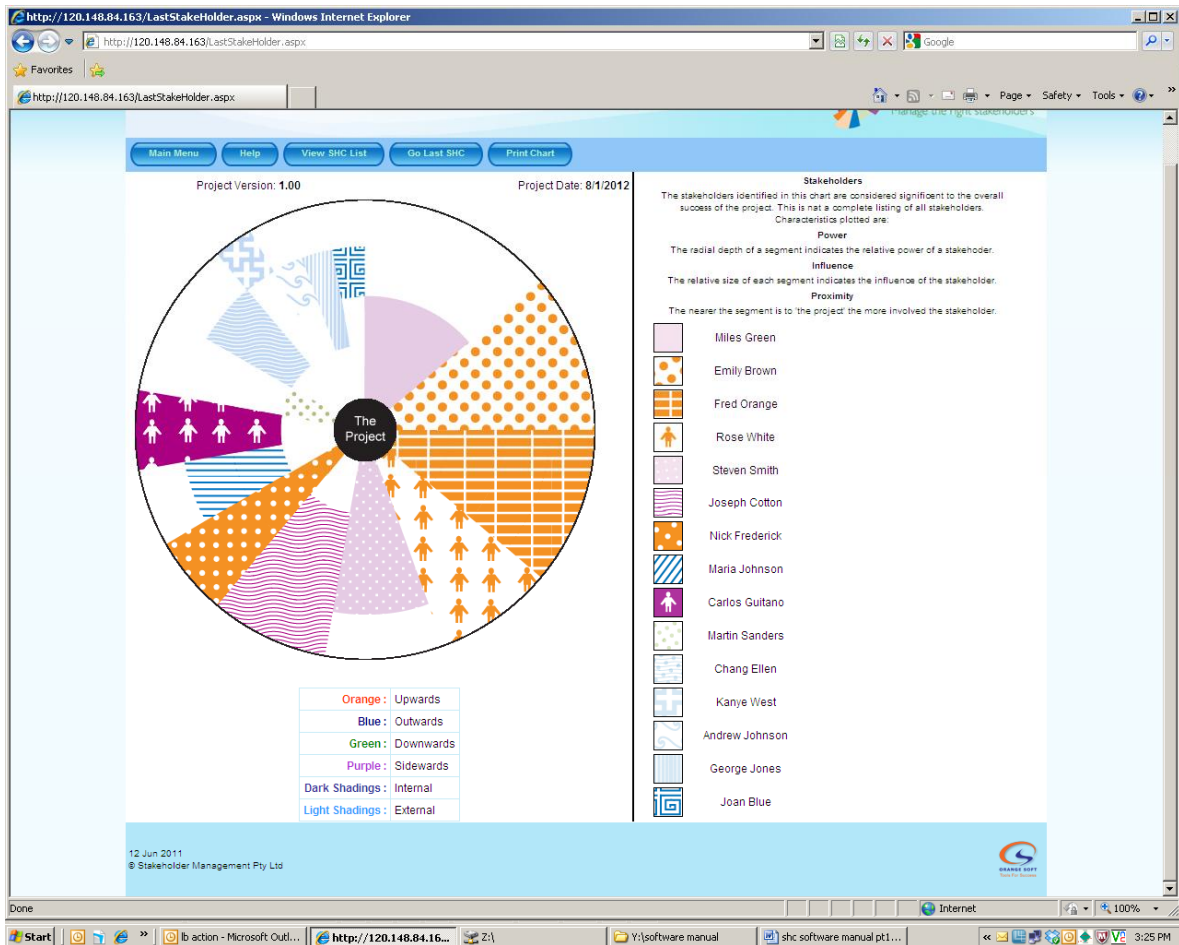
Step 3: visualize

Now select main menu in the top left hand corner of the screen.
Main menu appears on every screen: it is the default recovery.

The screenshot shows the 'Stakeholder Circle Home' dashboard. At the top right, it says 'Stakeholder Circle Manage the right stakeholders' with a logo. Below this, it displays 'Project Name - august', 'Data Version: 1.00', and 'Data Date: 01/08/12'. On the left side, there are sections for 'User Details' (Lynda bourne, south melbourne, 613 9999999, lynda.bourne@gmail.com) and 'Company Details' (stakeholderstuff Pty Ltd, Second Avenue South, Melbourne, lynda.bourne@gmail.com). A 'NO LOGO AVAILABLE' placeholder is also present. The main content area is divided into two columns. The left column is titled 'Stakeholder Analysis Processes' and contains four buttons: 'Stakeholder List' (Identify and create the list of all Stakeholders), 'Create SHC' (Generate the Stakeholder Circle), 'Engagement Profile' (Generate the engagement profile), and 'Communication Plan' (Print the communication plan). The 'Create SHC' button is circled in red. The right column is titled 'Supporting Processes' and contains seven buttons: 'Edit Project', 'Increment Version', 'Set Weightings', 'Manage Reports', 'Top 15 Stakeholders', 'View Last SHC', and 'Case Study PDF'. A 'Help' button is located at the bottom of the 'Supporting Processes' column.

Select create SHC





For an analysis of this stakeholder map see the help files in the application, or papers: <http://www.stakeholdermapping.com/stakeholder-management-resources/papers/#P047>. The diagram below provides some guidance also in reading the SHC

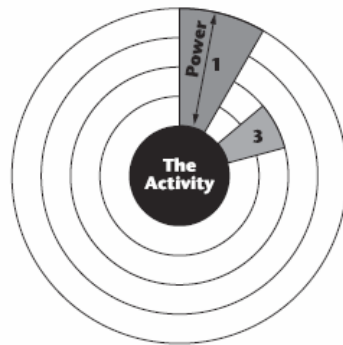




The **Stakeholder Circle** represents the work of the activity surrounded by its stakeholder community.

The activity leader or project manager represents the work, and all dimensions of the stakeholder analysis are relative to this person; eg, *downwards* represents the team members working for the leader.

Four concentric circles represent the *proximity* of the stakeholders to the work and their *power*. The closer a stakeholder is to the work, the nearer it will be drawn to the centre of the circle.

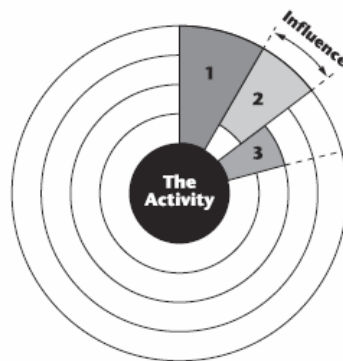


Stakeholders are represented by segments of the circle.

The *power* of the stakeholder is represented by the radial depth of the segment.

Stakeholder 1 has a *power* of 4 and can 'kill' the project; it 'cuts the circle'. This person is a key stakeholder.

Stakeholder 3 has a *power* rating of 2, a significant informal capacity to cause change. This stakeholder is also very close to the work, possibly a team member.



The importance of each stakeholder and their degree of influence is indicated by the relative size of each segment measured on the outer circumference of the circle. The larger the segment, the more influential the stakeholder.

The most important stakeholder (with the highest level of influence) is plotted at position 1, starting at 12:00 o'clock, the second most important is next, through to the 15th most important*.

Finally, colours and shadings indicate the direction of influence of the stakeholder and whether the stakeholder is internal or external to the organisation.

***Note:** The design constraint in the **Stakeholder Circle** to plot the top 15 stakeholders does not mean these are the only important stakeholders or that every activity should always manage all 15. The number of important stakeholders that need active management is entirely dependent on the nature of the activity. The choice of 15

With the information gathered in the first 3 steps of the methodology it is possible build relationships with stakeholders and to plan communication to support engagement practices.

