

Stakeholder Mapping & Engagement

Stakeholder management is critical to the success of every project you undertake or issue you face as an organisation. By engaging the right people in the right way, you can significantly impact your success rate. Stakeholder Mapping is the first step of the process and allows you to assess the importance of various stakeholders and determine the impact they may have on your desired outcomes.

akkanto's proven methodology involves looking at every individual's degree of potential influence on a decision or direction while taking into account their current position on the matter. Knowing from the outset who will support or oppose your agenda and why allows you to better tailor your communication strategy and process.

akkanto's methodology

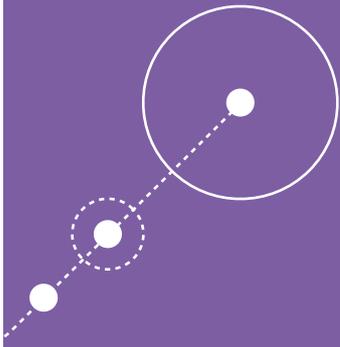
We help companies and organisations with the detailed mapping of their stakeholders in three steps:

1. We first draw up a list of all relevant stakeholders. This is done in a structured manner so that all possible 'categories' of stakeholders are included.

2. We then identify which stakeholders are more important or more relevant based on the intended objectives. Prioritising stakeholders can be done in two ways:

- Via desk research undertaken by akkanto based on a briefing given by you in which the issue(s) and objectives are clearly explained. The result is Stakeholder Mapping that is presented to, discussed with and approved by you.
- In an interactive mapping workshop (2-3 hours), prepared and facilitated by akkanto. During this workshop, we work with you to create Stakeholder Mapping in a structured and methodical way. We use a series of tried and tested intake models from which we make selections based on the specific context. The advantage of this process is that you are involved in the entire exercise and become familiar with the underlying methodologies (transfer of know-how).





For delicate or complex communication strategies (e.g. for Public Affairs assignments), it can be especially useful to go one step further and carry out an in-depth analysis of 'priority' stakeholders. This is particularly recommended where 'political stakeholders' are concerned. akkanto's Public Affairs team keeps its finger on the pulse of the political comings and goings in Belgium. Based on our vast knowledge, we can draw up a detailed profile of all political stakeholders (decision makers and decision influencers) which provides, as accurately as possible, information about how they respond to certain issues, why they respond in that way, the arguments they are sensitive to (or not), and who from their own network they are directly or indirectly influenced by.

3. akkanto also helps you approach and meet identified stakeholders in the most appropriate manner and at the optimal time in the decision-making process.

For more information, please contact:

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To ensure you have the latest version, please check our website: www.akkanto.com/our-expertise/public-affairs. You will also find testimonials from companies who have benefitted from our Stakeholder Mapping & Engagement services, as well as information about akkanto's Public Affairs consultants.

