

STAKEHOLDER AND SITUATIONAL ANALYSIS IN DETAIL

Revisit your notes from earlier in Week 2 – ‘Towards a Situation Analysis’ where you were asked to reflect upon the following questions.

- PEOPLE - who is it you want to engage with?
- NEED - what is it they require or are struggling with?
- RESOURCES - what resources will be required?
- DIMENSIONS - are there any unique dimensions or challenges for this group?
- HAVE YOU SPOKEN TO THEM? - have you tested your assumptions?

Now work through the following diagrams which provide further and more detailed information about how to develop your knowledge of the local context and how to conduct a situation analysis.

Firstly, completing a Stakeholder Analysis matrix will help to answer the question: Who do you want to engage with? This step will also support development of an advocacy plan, which will be discussed in week 4.

Following this the Situation Analysis diagram, describes the steps for developing a full Situation Analysis, with questions to guide you at each stage.

Finally, editable tables are supplied at the end to allow you to further develop your ideas around your own project or initiative.

The Stakeholder interest and importance matrix, also known as a power grid is a method for evaluating who needs to be involved with your initiative and which groups will be necessary to drive and support the project.

The stakeholders are ranked on a scale of 1 to 6 according to the importance of the subject for the stakeholder (0 = the stakeholder attaches no importance to the subject; 6 = the stakeholder attaches high importance to the subject) and according to the influence the stakeholder may have on the subject (0 = the stakeholder has no influence; 6 = the stakeholder has high influence on the subject). This allows for the stakeholders to be placed in a matrix as follows:

Interest	6	Children		Mothers	Fathers		
	5						
	4			Teachers	Doners		
	3					Polititicians	
	2						
	1						Religious Leaders
	0	1	2	3	4	5	6
Importance/Influence							

Stakeholder table

Having completed your matrix, it is then possible to add details about the stakeholders, this will assist with advocacy work later. However at this stage it is important to focus on priorities and alignment and stakeholder's connection to the initiative.

Name / Organisation	Contact information	Stakeholder type eg. School, politician	Roles/ Responsibilities	Priorities/ alignment	Connection to the initiative	Views of the project	Level of influence

References:

This stakeholder interest and importance matrix is taken from the [Terre des hommes Project Cycle Handbook](#) the full pdf (pg 19) has further details and tools.



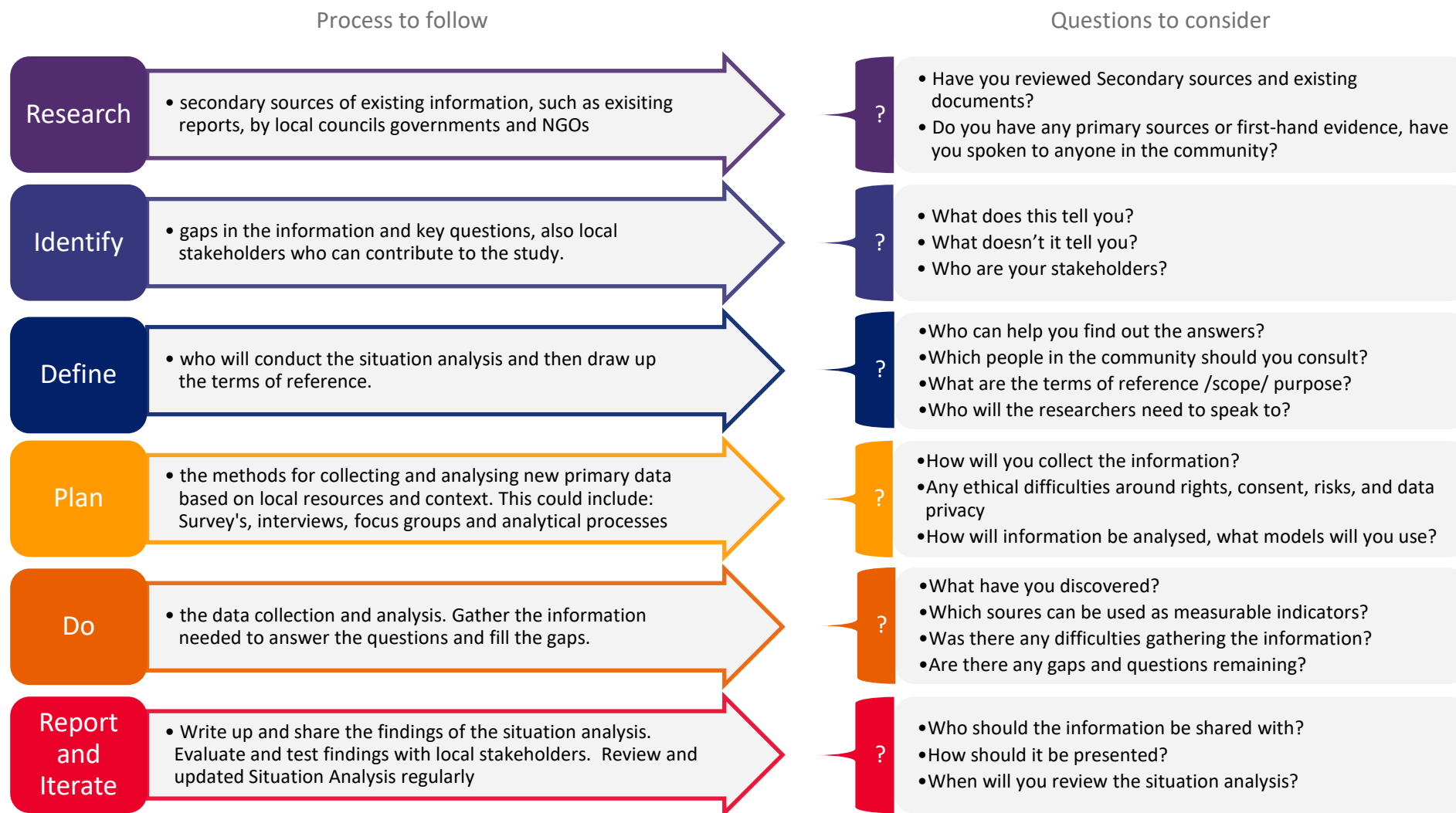
The stakeholder table is adapted from the [Sport for Development and Peace Youth Advocacy Toolkit](#) again the full pdf has further details



The following Situation Analysis is adapted from [Project Cycle Management in Emergencies and Humanitarian Crises Handbook](#)



How to conduct a Situation Analysis



Stakeholder interest/importance Matrix

Name of Initiative:

Interest	6						
	5						
	4						
	3						
	2						
	1						
	0	1	2	3	4	5	6
Importance/Influence							

Stakeholder Table

Name of Initiative:

Name / Organisation	Contact information	Stakeholder type eg. School, politician	Roles/ Responsibilities	Priorities/ alignment	Connection to the initiative	Views of the project	Level of influence

Situation Analysis

Name of Initiative:

Research	
Identify	
Define	
Plan	
Do	
Report and Iterate	