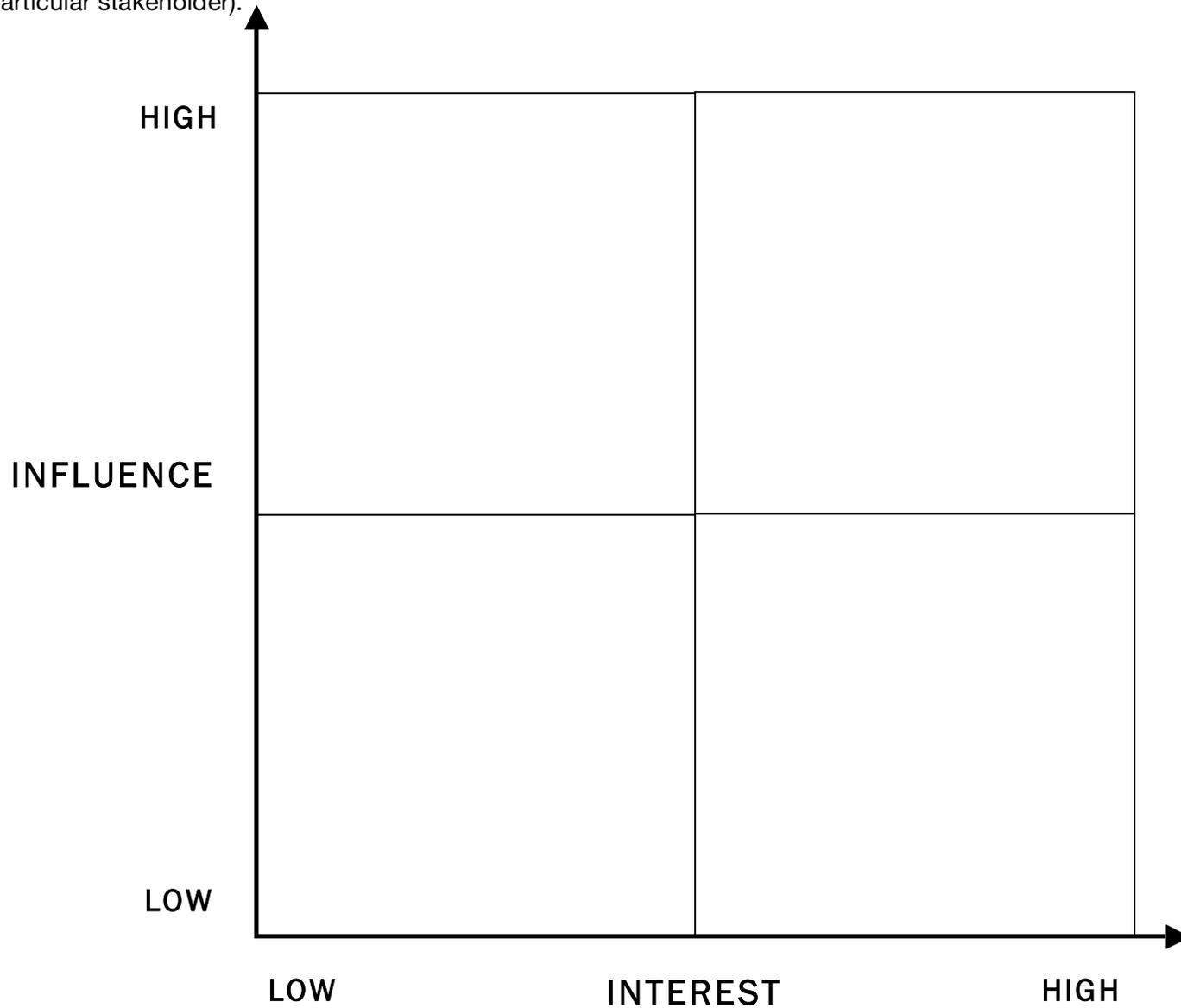


BEACON: Social Enterprise Advisor – Stakeholder Analysis Worksheet

Building on the Asset Mapping exercise completed in the previous step, ask your Planning Team to brainstorm the stakeholders (individuals, organizations, institutions, and other groups) who have a role to play in achieving your organization's mission.

Stakeholder	Role	Why are they important?	Current attitude	Role we want them to play	Project's potential benefit to this stakeholder

Next, map those stakeholders in the matrix below according to their influence and interest (how important the project is to that particular stakeholder).



Finally, use this matrix to help you prioritize those stakeholders who will be most critical to the success of your social enterprise concept, and begin to think about how to strategically engage with them from the start.

