# Stakeholder Mapping

### About This Template

Stakeholder mapping is a process of determining “who can have the most positive or negative influence on an effort, who is likely to be most affected by the effort, and how you should work with stakeholders with different levels of interest and influence” (Source: Community Toolbox).

Using the “Interest-Influence Grid” method introduced in the course, use this template to guide your stakeholder mapping process, outlining which groups have positive and negative influence on your sustainability efforts and how big the stakes (or effects) are.

Classifying stakeholder groups according to their levels of interests and influence will help you identify best engagement strategies.

### How to Use This Template

Use the sample text box on the map (copy & paste to add more) and enter different stakeholder groups that are relevant to your sustainability efforts. Considering the levels of their influence and interest, place them in one of the four grids:

* High influence, low interest = Keep satisfied
* High influence, high interest = Manage closely
* Low influence, low interest = Monitor
* Low influence, high interest = Keep informed

This template has been created by Antje Martins and Ayako Ezaki, as part of the TrainingAid course “Sustainability Management for Tourism Businesses”.

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### Notes

Use this space to write down any additional thoughts, ideas and observations you’ve had about stakeholder groups.