

CoachStation Stakeholder Strategy Tool

Strong stakeholder relationships are essential for achieving meaningful results. This resource is designed to help you take a structured and strategic view of the people and groups who most influence your work, and those you can influence in return. By clarifying who matters most, understanding their needs, and planning purposeful engagement, you will build the trust and influence that drives sustainable success.

Purpose

To help you clearly identify, prioritise, and engage your most important stakeholders in a way that builds trust, strengthens influence, and supports strategic outcomes.

Core Outcomes

- Have a mapped list of their critical stakeholders, both internal and external.
- Understand each stakeholder's needs, priorities, and preferred communication style.
- Identify potential gaps, risks, and opportunities in those relationships.
- Create a targeted engagement plan with clear actions and timelines.

Key Questions to Explore

- Who are my most influential stakeholders and why?
- Which relationships are strongest, and which require attention?
- What motivates each stakeholder and how can I align with that?
- Where are there potential risks or gaps in engagement?
- What communication style works best for each stakeholder?
- How will I measure progress in strengthening these relationships?

Common Stakeholder Challenges

- Misaligned priorities or expectations
- Lack of clarity about decision-making authority
- Infrequent or ineffective communication
- Competing agendas between stakeholders
- Limited trust or relationship history

Engagement Tips

- Communicate proactively and clearly.
- Seek to understand before seeking to influence.
- Align your goals with their priorities.
- Follow through on commitments.
- Look for opportunities to add value without expecting immediate returns.

Step 1: Identify Stakeholders

Stakeholder	Role/Position	Internal/External	Department/Organisation	Connection to You
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Step 2: Relationship Analysis - assess each using the scorecard scaling key below.

Stakeholder	Trust Level	Current Influence	Current Engagement	Notes
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Step 3: Engagement Strategy - assess each using the scorecard scaling key below.

Stakeholder	Engagement Goal	Actions Required	Timeline	Success Measure
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Step 4: Follow-Up Actions

Action	Owner	Due Date	Success Measure
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Next Review Date:

Stakeholder Influence Scorecard

Assess the current and desired level of influence with each stakeholder, providing a measurable way to track progress.

- 0 = No connection
- 1 = Minimal influence, not recognised as relevant to their work
- 2 = Aware of you, occasional contact, low influence
- 3 = Some influence, mutual respect, irregular engagement
- 4 = Strong influence, mutual trust, regular collaboration
- 5 = Trusted advisor, highly influential, sought out for input