

The Stakeholder Engagement Wheel

EXERCISE DESCRIPTION:

This worksheet is a useful way to engage attendees at a workshop or presentation to quickly and easily provide you with input regarding their own desired level of involvement in the opportunities and work of your group going forward. If needed, the circle can be sub-divided into slices, each of which represents specific “priority areas” related to your group’s work. These can then be specifically identified on the visual. Descriptions of the “levels of involvement” on the graphic – as well as definitions of each priority area –can be described on the back page.

It can be most useful to introduce this tool after participants have had an opportunity to identify concrete and specific opportunities for action to advance a strategy. Specifically I often ask that they, “Identify the 3-5 high leverage strategies for this priority area within the next year.” People tend to be more comfortable placing themselves on the stakeholder wheel when they have a fairly concrete sense of the potential focus of work for the various groups.

EXERCISE HOW-TO:

Time Needed: 5 minutes to set-up & 5 minutes to complete

Instructions:

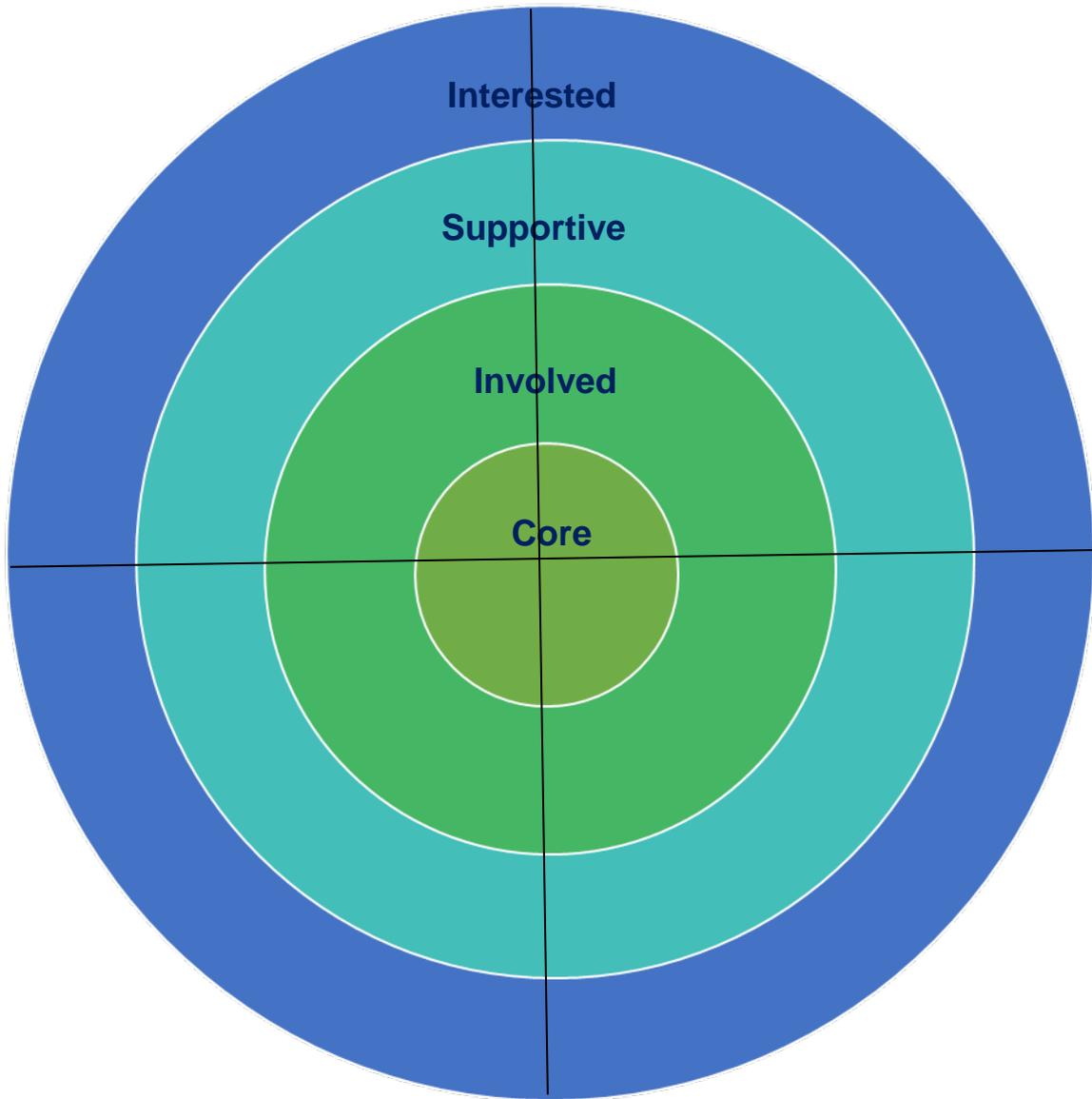
- Ask people to place a dot (or dots) to indicate the level of involvement they would like to have in the continuation of putting the ideas explored today into action
- Take a few moments to summarize at a high-level how each level is defined and remind them there’s a description on the back
- If applicable, recap the priority areas for action and remind people that descriptions of those priority areas can also be found on the back of the sheet.
- Tell people that they are welcome to place more than one dot on their map, to represent different levels of involvement with different aspects of this project’s work
- Remind people to be sure their name and contact info is written on the bottom right corner...so folks know how to get hold of them in future.

EXERCISE DEBRIEF:

Participants are invited to turn-in their completed form, but no debrief of this worksheet is typically needed.



Stakeholder Engagement Wheel Worksheet



Name:
Organization:
Title:
Phone Number:
Email Address:
Area of Involvement:



Stakeholder Engagement Wheel

Level of Involvement Description

Core - Stakeholders or individuals who are interested in being actively involved in the functioning and development of a Collective Impact effort to enhance community well-being in Chatham Kent. (e.g. Becoming members of the Working Group – meeting regularly; helping to develop sections of the plan).

Involved - Stakeholders or individuals who want to be frequently consulted and given opportunities to provide in-depth feedback. (e.g. Attending topic specific/community specific/age specific discussions or workshops)

Supportive - Stakeholders or individuals who provide some form of support and input (i.e. attending future community forums, answering surveys and providing input online).

Interested - Stakeholders or individuals who are kept informed of the progress of the initiative, but are not directly involved in the work (e.g. list serve, newsletter, informed about opportunities to participate in events)

