## **LRDT STAKEHOLDERS ANALYSIS AND MANAGEMENT**

**11th JULY 2023**

A stakeholder is either an individual, group or organization that's impacted by the outcome of a project or a business venture. Stakeholders have an interest in the success of the project and can be within or outside the organization that's sponsoring the project.

**A stakeholder analysis** is a process of identifying these people before the ***project begins***; grouping them according to their levels of ***participation, interest, and influence*** in the project; and determining how best to involve and communicate with each of these stakeholder groups throughout.

The purpose of a stakeholder analysis is to outline the key stakeholders and their needs for the project. It is important to have a clear understanding of each stakeholder and what they are expecting from the project from the start.

The analysis is based on the level of influence and interest stakeholders have in the activities we do and the services we render to and in the community.

1. Stakeholders with **high influence and low Interest**.
2. Stakeholders with **high influence and high Interest**.
3. Stakeholders with **low influence and interest.**
4. stakeholders with **low influence and high interest**.

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| --- | --- | --- | --- |
| **Stakeholder****Influence** | ***High influence*** | 1. **High influence and low interest**
 | 1. **High influence and high interest**
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| * Multipliers (HHs) - Customers
* Competitors
 | * Donors
* Implementors
 |
| ***Low influence*** | 1. **Low influence and low interest**
 | 1. **Low influence and high interest**
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| * Medical doctors
 | * Herbalists
 |
|  | ***Low interest*** | ***High interest*** |
|  | **Stakeholder Interests** |

1. **Implications for LRDT to manage stakeholders with high influence and low interest in such a way that LRDT achieves its strategic objectives are presented as follows.**
* ***Continuous involvement*** of stakeholders with high influence and low interest in planning and implementation of organization programs and activities.
* ***Consult*** such stakeholders on various programs available, especially if such programs present opportunities for organization beneficiaries or if such programs present opportunities for collaborations. LRDT would have to consult the responsible LGAs concerning the possibility of linking organization beneficiaries to such a program/s.
* ***Continuously update*** such stakeholders on progress with the program as well as interim results and lessons learnt. Lessons learnt may inform programming of such stakeholders thereby enhancing systemic changes in related interventions.
1. **Implications for LRDT to manage stakeholders with both high influence and high interest are presented as follows.**
* To the extent possible, strive to meet their expectations of what organization (LRDT) is supposed to achieve, especially if such stakeholders were engaged at the design stage and they have certain expectations on the organization (LRDT) program interventions.
* Continuously engage such category of stakeholders in planning and implementation of programs activities and interventions.
* Constantly keep such stakeholders updated to the extent that is possible within the program operations and policies.
* Strive to align services, service delivery and activities to the standards which were approved and has been agreed upon between LRDT and such stakeholders.
1. **Implications for LRDT to manage stakeholders with low influence and low interest are presented as follows.**
* The level of engagement and involvement of these category of stakeholder may have to be of low key, attracting less resources.
* Sensitize such stakeholders accordingly, regarding what the organization (LRDT) is about. This may serve to raise their interest.
* Involve them to the extent possible, especially if they agree to be involved in organization (LRDT) related activities.
* Orient such categories of stakeholders in the components of the organization (LRDT) services involved and the impact created.
* Keep communicating with them. Communication with them may be low key communications, targeting at providing them with updates about the program, through reports, monthly, quarterly bulletins and if possible, inviting them to meetings. Also, communicate to them as a sign that organization (LRDT) acknowledges them as stakeholders.
1. **Implications for LRDT to manage stakeholders with low influence and high interest are presented as follows.**
* Support such stakeholders to extending their services to grass root communities, especially if such services have linkages to organization (LRDT) components.
* Where possible, and if LRDT deems that their services are relevant, support them to raise awareness of their services and make their services known to the communities.
* Where possible, provide them feedback. Feedback may relate to how they can improve their services or how they can strengthen linkages of their services with what LRDT is doing.
* If resources allow, mentorship and coach such stakeholder as a way to build their capacity. This could be one way of enhancing sustainability of organization (LRDT) interventions.

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