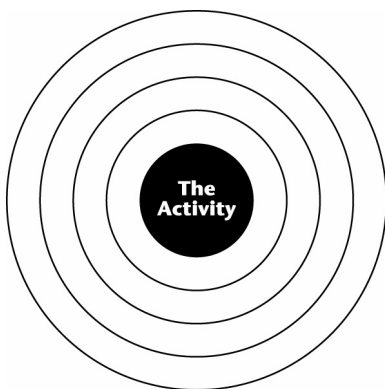




Reading the Stakeholder Circle

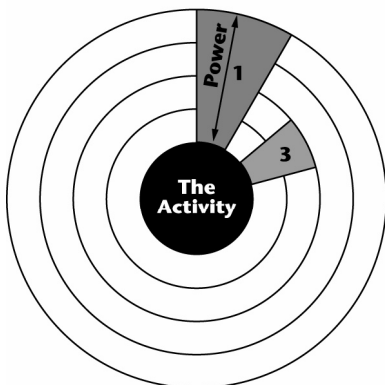
The decision to limit the **Stakeholder Circle**® to plot the top 15 stakeholders is based on aesthetics, empirical observation and practical considerations. This does not mean the 15 stakeholders displayed are the only important stakeholders, or that every activity should always manage all 15. The number of important stakeholders is entirely dependent on the nature of the activity being mapped and the attitudes of the surrounding stakeholder community. The **Stakeholder Circle** helps you visualise more the important members of this group at this point in time and to observe changes as stakeholder assessments are updated.

The Basic Elements



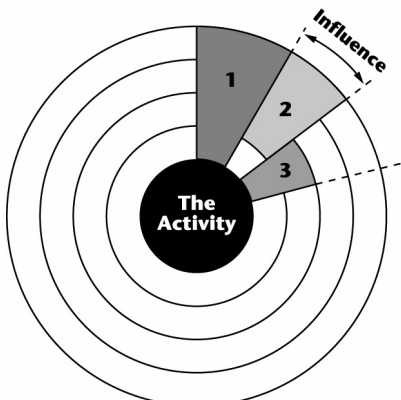
The Stakeholder Circle represents the work surrounded by its stakeholder community. All dimensions of the stakeholder analysis are relative to the person managing, or leading, the work, for example, Downwards represents the team members working for the leader. This person, and the work they are managing are at the centre of the circle.

Four concentric circles represent the proximity of the stakeholders to the work, and their power. The closer the stakeholder is to the work, the nearer it will be drawn to the centre of the circle. Each stakeholder is represented by a segment of the circle. The stakeholder's name is printed adjacent to the segment representing the stakeholder.



The power of the stakeholder is represented by the radial depth of the segment:

- Stakeholder 1 has a power of 4 and can terminate, or fundamentally change, the project, the segment cuts the circle.
- Stakeholder 3 has a power rating of 2, a significant informal capacity to cause change, this stakeholder is also close to the work, possibly a team member.



The importance of each stakeholder and their degree of influence is indicated by the relative size of each segment measured on the outer circumference of the circle. The larger the segment, the more influential the stakeholder.

The most important stakeholder (with the highest level of influence) is plotted in position 1, starting at 12:00 o'clock. The second most important next, through to a maximum of 15 stakeholders displayed.

Reading the Stakeholder Circle

Power and Proximity

Power and proximity values interact on the same dimension. Power is the primary rating; the proximity rating positions the segment if the power rating is less than 4. As discussed above, the radial depth of each segment is determined by the power rating, a low power rating of 1 only occupies one of the 4 concentric circles, a high-power rating of 4 occupies all 4 concentric circles.

For power ratings less than 4, the proximity rating determines the positioning of the segment within the stakeholder circle as shown in the following tables:

Power Rating of 1 - only 1 of the concentric circles is filled

Proximity = 4	Proximity = 3	Proximity = 2	Proximity = 1
The Activity (Centre of Circle)			

Power Rating of 2 - 2 of the concentric circles are filled

Proximity = 4	Proximity = 3	Proximity = 2	Proximity = 1
The Activity (Centre of Circle)			

Power Rating of 3 - 3 of the concentric circles are filled

Proximity = 4	Proximity = 3	Proximity = 2	Proximity = 1
The Activity (Centre of Circle)			



Reading the Stakeholder Circle

Power Rating of 4 - all 4 of the concentric circles are filled and consequently there is no indication of proximity

Proximity = 4	Proximity = 3	Proximity = 2	Proximity = 1
The Activity (Centre of Circle)			

More stakeholder management resources:

- <https://mosaicprojects.com.au/PMKI-SHM.php>
- The Stakeholder Management blog:
<https://stakeholdermanagement.wordpress.com/>
- Contact details:
 - Email: Support@stakeholder-management.com
 - Tel: +613 9696 8684