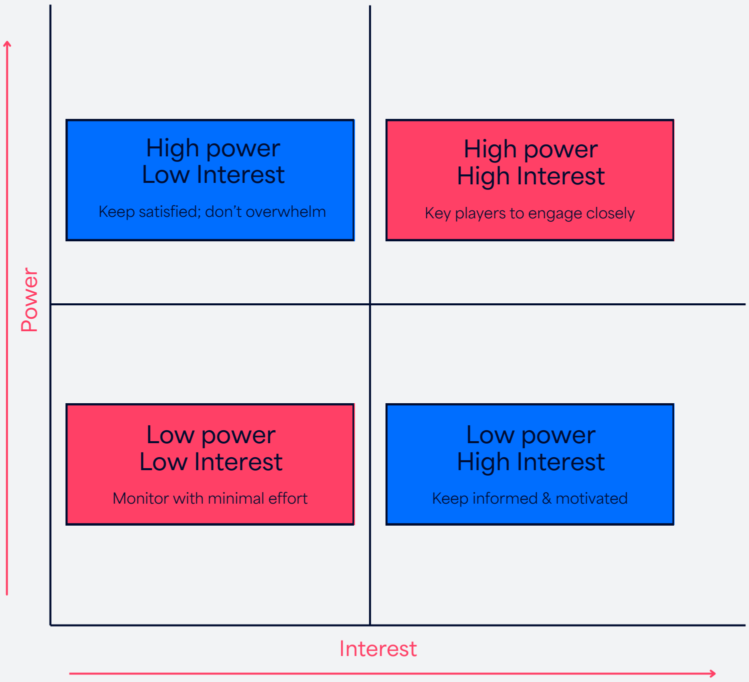
Stakeholder Mapping

Stakeholder Mapping is a practical tool for understanding the people-side of business change. When introducing new ideas or technologies, success often depends less on the process itself and more on how people respond. Stakeholder Mapping helps identify who has a stake in the change, how much influence they hold, and how supportive or resistant they may be. With this knowledge, leaders and mentors can plan the right approach for each group or individual.

Stakeholder Analysis Quadrant



A common way to map stakeholders is to use the above 2x2 grid:

High power/influence, high interest: Key players - engage them closely.
High influence, low interest: Keep them satisfied with updates, even if they're not deeply engaged.
Low influence, high interest: Keep them informed and motivated.
Low influence, low interest: Monitor them, but don't over-invest time and energy.

For mentors, Stakeholder Mapping is valuable because it gives a clear view of the human landscape around change. It allows mentees to think about who they need to engage, how to build support, and where resistance may arise. This helps ensure smoother adoption of change, especially when introducing new technologies such as AI.

Example: Maya, who runs a medium-sized manufacturing company, introduced an AI-powered demand forecasting tool. By mapping her stakeholders, she identified different groups: Operations and Finance (high power and interest), external investors (high power but low interest), production staff (low power but high interest), and IT contractors (low power and low interest). She tailored her communication and involvement to each group, which reduced fear, built confidence, and encouraged adoption. Within six months, the AI tool cut excess stock by 20% and improved delivery reliability by 15%.