Activity: Who Are Your Stakeholders?

Goals

1. Identify and prioritize the community's technology stakeholders

- A stakeholder is any individual, group, or organization within or outside the project who is impacted by its outcome or who has an interest in its success

2. Create a high-level map of the technology stakeholder's characteristics

3. Identify the program's goals for high-priority stakeholder groups

Prerequisites

CE Activity: Who Is Your Community?

Who Should Participate?
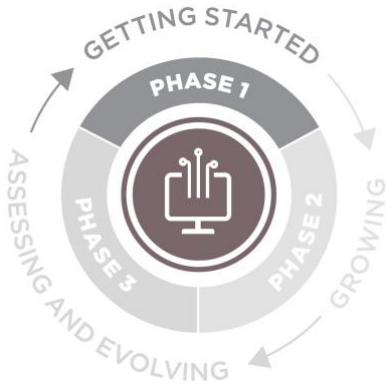
Program leadership (strategic thinkers), Program management (tactical thinkers), Program staff (operational experience)

Length

60-90 minutes

Activity Instructions

1. On a whiteboard or shared online document, identify your potential technology stakeholder groups. Using sticky notes (real or virtual) works best, as ideas will be moved around in later steps.

   o It's ok to be granular - your team will eliminate duplicates / combine stakeholders in the next step.

   o Stakeholder examples: end users, QA testers, code contributors, software engineers, sysadmins/IT staff at institutions using the software, program staff at related OSS programs, functional requirements contributors, etc.

2. Move the sticky notes around to categorize your stakeholders into groups.

   o Group examples: Technical contributors, Service providers, etc.

3. Select 3-5 groups to prioritize over the next year. An interest/influence grid or sticker vote may be helpful in prioritizing.

   o An interest/influence grid plots stakeholder groups against two axes: Interest and Power/Influence and then suggests a level of engagement based on their place on the grid. A sample grid is below.

   o In a sticker vote, each participant is assigned a number of stickers - these can be physical stickers in an in-person event or a specified piece of text (e.g. +1) in a virtual environment. Participants place their stickers or text alongside the options they're voting for, according to the parameters of the exercise.

4. For each prioritized stakeholder group in your diagram, discuss the following questions:

   o What are our goals for each user group or technology stakeholder group?

   o Are there shared or related goals across stakeholder groups? What are the opportunities and areas of collaboration? How can our community work together to create and achieve things?

5. If you have completed Technical Skills Inventory Part 1, you may also answer:

   o What technology skills are required to make our mission a reality? Do our prioritized stakeholder groups have these skills?

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