

ASSET MAPPING

A STAKEHOLDER MAPPING GUIDE



Mobile
Health Map

Step 1: Connecting Assets to Stakeholders

Context:

Your asset map has provided a clear picture of the resources, strengths, and gaps in your mobile health program. The next step is to map the stakeholders who interact with or are impacted by these assets. This ensures that your needs assessment is not just about what you have, but also about who can drive change, benefit from these assets, pose challenges. Additionally, this process will help you determine who to involve in your needs assessment, ensuring that your engagement strategy is focused on those who can either drive change or provide the most valuable insights.

Purpose:

The stakeholder mapping process will:

- Identify the **key people and organizations** who influence or are affected by your program.
- Help you **prioritize engagement efforts** based on influence and interest.
 - **Direct Engagement for Needs Assessment:** Guide who to involve in further data collection, interviews, or focus groups based on their relevance to the assets.
- **Prioritize Needs Assessment Input:** Ensure that your needs assessment process focuses on stakeholders whose feedback will most impact your program's strategic decisions.
- **Prioritize Actions:** Direct your resources and efforts to engage with those most critical to addressing the gaps identified in your asset map.

Step 2: Categorize your Stakeholders

1. Primary Stakeholders (Directly Impacted)

- **Who They Are:** Individuals or groups who are directly affected by your mobile health program.
- **Examples:**
 - Patients
 - Community members
 - Mobile clinic staff
- **Engagement Focus:** These stakeholders are critical to capturing firsthand needs and experiences. They should be prioritized for in-depth qualitative engagements such as focus groups and interviews.

2. Secondary Stakeholders (Influencers)

- **Who They Are:** Stakeholders who may not be directly impacted, but significantly influence the program's outcomes.
- **Examples:**
 - Funders
 - Policymakers
 - Healthcare providers
- **Engagement Focus:** Engage these stakeholders through strategic discussions or key informant interviews, as their perspectives can shape policy, funding decisions, and overall program direction.

3. Supportive Stakeholders (Amplifiers)

- **Who They Are:** Groups that help validate and spread your program's impact.
- **Examples:**
 - Community advocates
 - Faith leaders
 - Nonprofit organizations
 - Grassroots coalitions
 - Local businesses
- **Engagement Focus:** Involve these stakeholders to amplify your program's message. Methods may include surveys, community forums, or social media engagement.

Step 3: Create a Stakeholder Matrix

→ After categorizing your stakeholders as Primary, Secondary, or Supportive, you can put this information on an Influence-Interest Matrix:

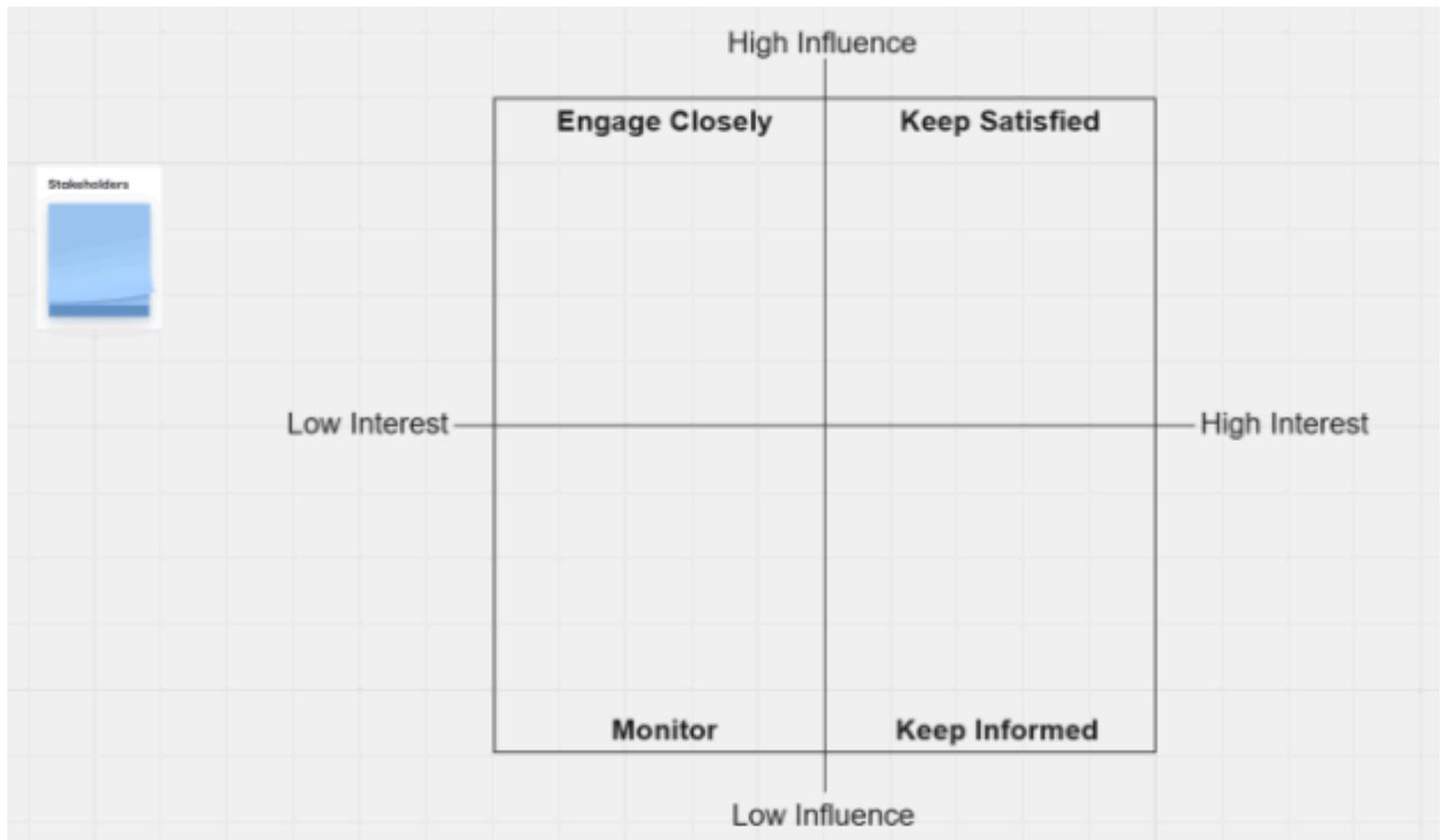
- **Influence:** Refers to a stakeholder's power, authority, or ability to impact your mobile health program and services.
 - **Reflection Questions:**
 - Does this stakeholder have decision-making power?
 - Are they personally invested in our program's success?
 - Do they actively seek updates or opportunities to engage with us?
 - Are they likely to advocate for or against our work?

Ask yourself the above "Reflection Questions" for each stakeholder to determine if they have high or low influence and interest in your mobile health program. Once you determine their level of influence and interest, you can overlay this information onto your stakeholder matrix. **This exercise not only organizes your stakeholders but also clarifies who should be prioritized for engagement during the needs assessment.**

→ Create your matrix using an online template, such as [this one in Miro](#), or use pen and paper to draw one.

- **If using the Miro template** write out each stakeholder name on a blue sticky note and drag and drop it into the correct quadrant on the matrix.

Here is an example matrix, that can be found as a Template on Miro:



When deciding where to place stakeholders, keep this in mind:

- **High Influence/High Interest**

Often, many Primary stakeholders will fall in this quadrant since they are directly affected. However, some Secondary stakeholders (like key policy makers) might also be here.

- **High Influence/Low Interest**

This quadrant might include some Secondary stakeholders (e.g., funders or certain regulatory bodies) whose influence is significant even if their day-to-day interest is lower.

- **Low Influence/High Interest**

Typically, many Primary stakeholders as well as some Supportive stakeholders e.g., community advocates) will be here. Their deep interest can drive valuable grassroots work.

- **Low Influence/Low Interest**

This might capture a mix of Supportive stakeholders who are less involved on a day-to-day basis but still contribute indirectly.

Step 4: Develop Engagement Strategies

Based on the categorization and matrix, define targeted engagement strategies for each stakeholder group:

- **Engage Closely:**
 - **Target:** Stakeholders with high influence and high interest (often Primary and key Secondary stakeholders)
 - **Methods:** One-on-one interviews, advisory sessions, focus groups.
 - **Keep Satisfied:**
 - **Target:** Influential Secondary stakeholders with moderate interest
 - **Methods:** Periodic briefings and strategy meetings.
 - **Keep Informed:**
 - **Target:** Highly interested Primary and Supportive stakeholders.
 - **Methods:** Regular updates via newsletters, webinars, or surveys.
 - **Monitor:**
 - **Target:** Stakeholders with lower influence and interest.
 - **Methods:** Occasional check-ins.
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Step 5: Update

Continuously refine your stakeholder map:

- **Review Sessions:** Schedule regular check-ins to update the map as new data emerges.
- **Feedback Loop:** Integrate stakeholder feedback from interviews, focus groups, or surveys to adjust classifications and relationships.