

# Connecting with the World

## LEVEL TWO



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Stakeholders



# Definition

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## Stakeholder Defined:

- Can be an individual, group, or organization
- Is affected by what you do;
- Has an interest in the successful or unsuccessful outcome of what you do
- Has power or influence over what you do;
- Can be inside or outside of your institution



# Identifying Your Stakeholders

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Review your mission

Inventory current programs & services that you provide or aspire to provide

Brainstorm connected stakeholders

- Individuals or organizations
- Internal or external
- Providers or consumers
- Primary or secondary



# Who are your Potential Stakeholders?

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# Who are your Potential Internal and External Stakeholders?

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**Program/Service:**

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[illegible]

**Program/Service:**

Current ☒ Aspirational ☐

[illegible]



# Stakeholder Management Process

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Inventory stakeholders

Catalogue stakeholders

Analyze influence & interest of stakeholders

Building stakeholder impact





# Interest & Influence: A Distinction

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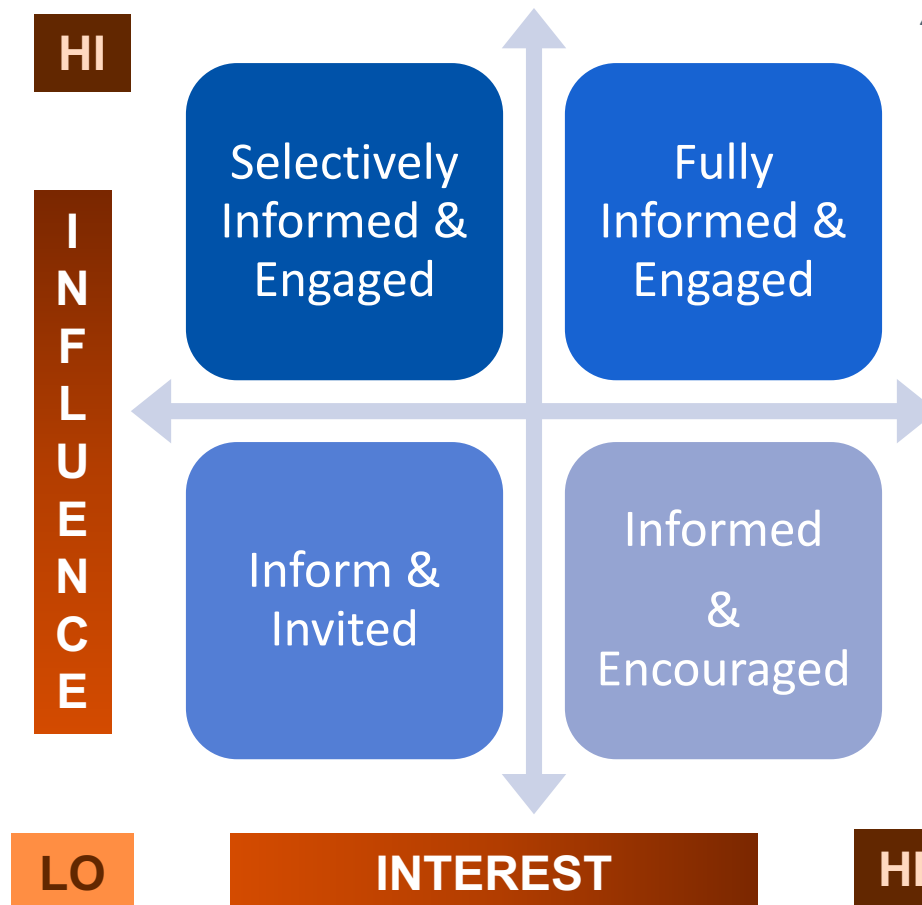
Interest is something that concerns, involves, draws the attention of, or arouses the curiosity of a stakeholder.

Influence is the capacity or power of stakeholders to be a compelling force on or produce effects on the actions, behavior, or opinions of others.



# Interest & Influence Grid

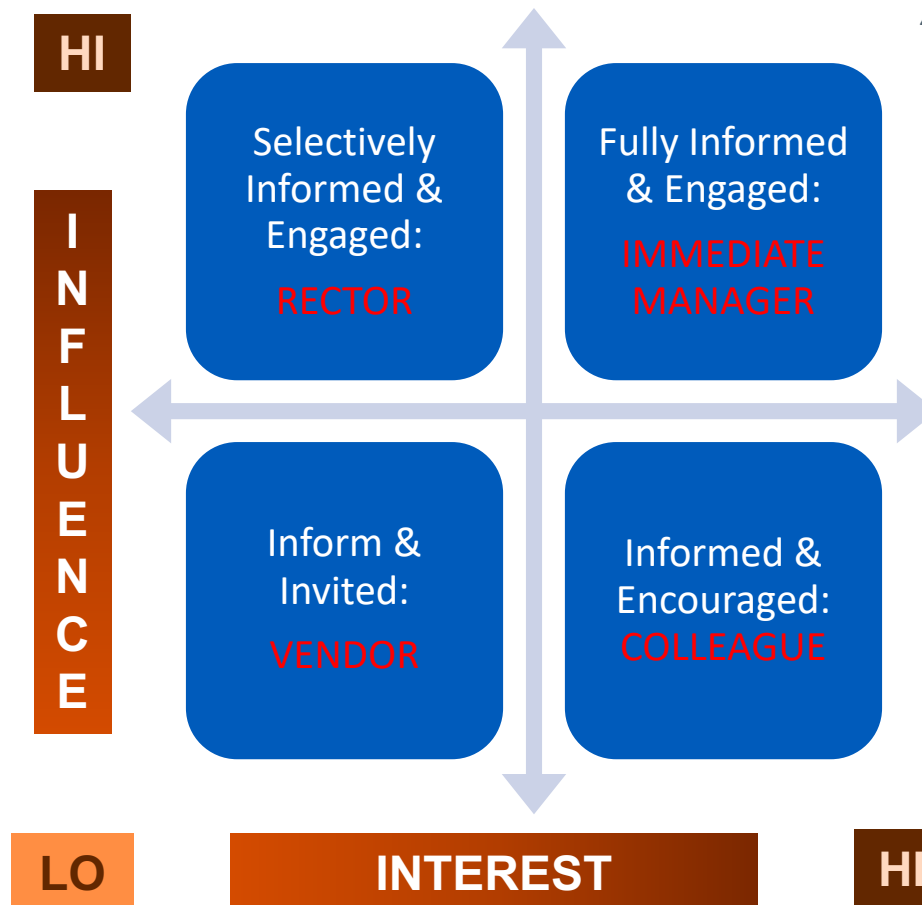
*Adapted from Liz Cook, 2015*





# Interest & Influence Grid

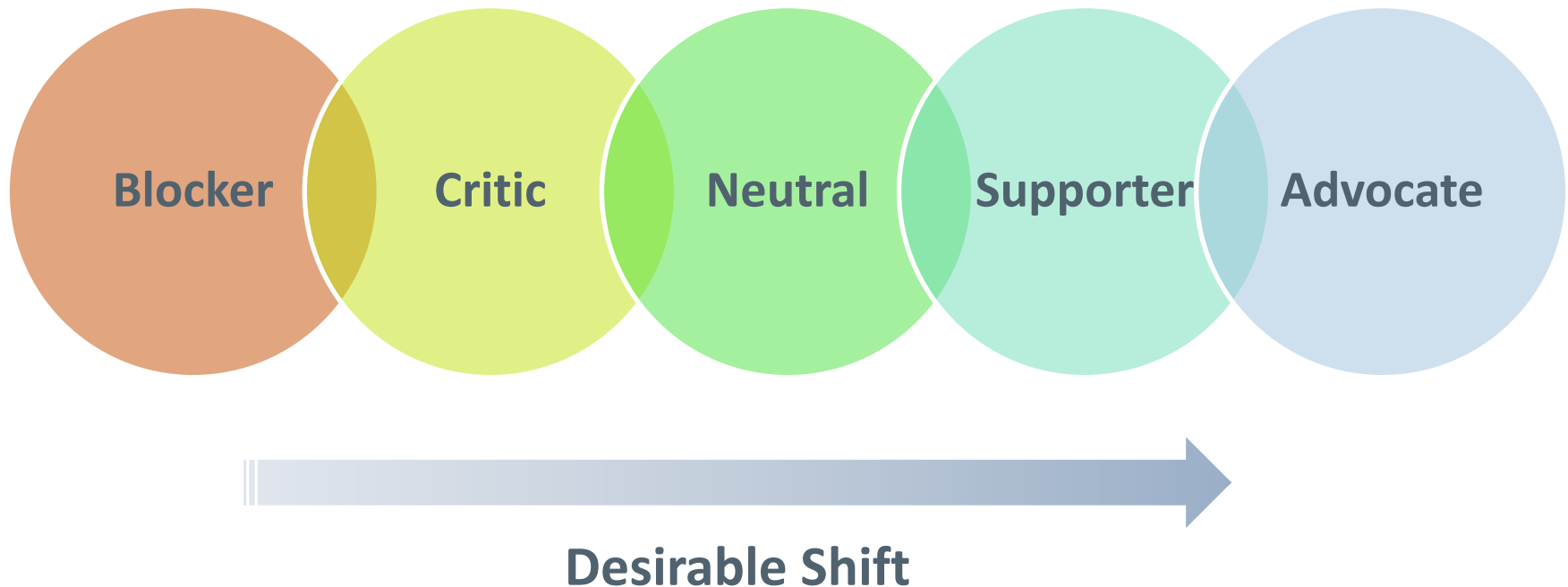
*Adapted from Liz Cook, 2015*





# Stakeholder Engagement Continuum

*Adapted from Liz Cook, 2015*





# Building Stakeholder Impact

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**Prepare stakeholders** with the knowledge, skills, and connections necessary to translate new ideas into innovations

**Collaborate** with diverse stakeholders to explore issues, options, and creative approaches that may lead to innovations.

**Translate important new ideas** into innovations that improve society more expediently and at an increased volume.

**Align people, incentives, resources, and processes** to strengthen an intentional culture of innovation.

**Catalyze innovation** by facilitating the work of stakeholders as they put important ideas to use for a better world.



# Know Your Stakeholder & Yourself

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## For Stakeholders:

Who are they?

What do they do?

Why do they matter?

How can they help us?

## For Yourself:

Who are we?

What do we do?

Why do we matter?

How can we help you?