

stakeholder assessment

At the conclusion of this lesson, participants should be able to: Understand basic concepts of stakeholder assessment and understand how to use assessment results to design a negotiation strategy.



Identify other stakeholders: state agencies, NGOs, the federal family

Who are they and who will be their representatives?

Do you have experience working with these groups in similar situations or decision processes?

What do you want to know about them? *You want to know what they want and how they are likely to get it.*

Assess stakeholder interests, strengths, and weaknesses

Use a tool, method, or process that can be standardized and institutionalized: The LIAM or another situation/stakeholder assessment tool.

Analyze yourself and other parties in terms of role (preference for outcome and preference for process) and power (strengths and weaknesses).

Frame the analysis in the context of the decision process (agency-controlled or regulator-controlled)

Agencies and organizations will have different roles and different sources of power depending on the decisionmaking arena and the relationship to the decisionmaker.

Analysis based on past experience in a dissimilar situation may be flawed.

Assume that stakeholders assess you and consider the source of their information and knowledge

With which stakeholders have you had direct negotiating experience?

What was the context of the decision process?

How does past history translate into current negotiations?

Once you do this, you can:

- √ Assess your alternatives to negotiation
- √ Plan for information that will let you bargain