Stakeholder Map

Stakeholders are all those individuals who are aware of your company's actions, as they have a direct interest in it. That's why it's crucial to pay attention to their position in your business, which you can achieve through the visual representation offered by a stakeholder map.

# 1. Identify Your Stakeholders

Begin by understanding the various interest groups around your organization, depending on whether they are primary or secondary.

| Primary Stakeholders | |
| --- | --- |
| Owners | Employees |
| Customers | Suppliers |

| Secondary Stakeholders | |
| --- | --- |
| Competitors | Media |
| Associations/Organizations | Government |

Or, according to their position: whether they are internal or external.

| Internal Stakeholders | |
| --- | --- |
| Board of Directors | Investors |
| Shareholders | Colleagues |

| External Stakeholders | |
| --- | --- |
| Competitors | Media |
| Associations/Organizations | Government |

# 2. Create the Stakeholder Map

Now, you can prepare your stakeholder map. 