



UNITE Stakeholder Map

The UNITE Stakeholder maps help you understand the different perspectives and needs of stakeholders, and to develop strategies for engaging and managing them effectively.

A part of the Digital Leadership
More information on this model is available here: <https://digitalleadership.com/UNITE/stakeholder-map/>

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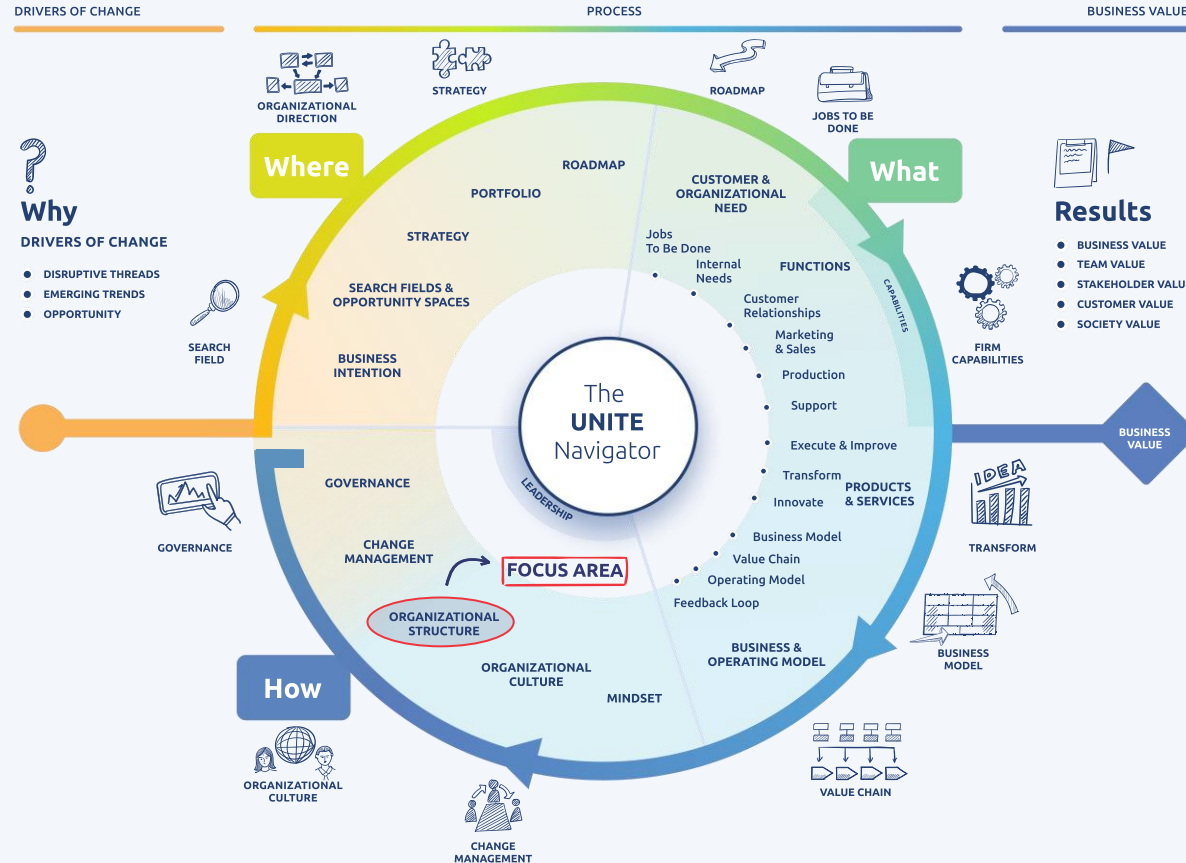
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THE UNITE NAVIGATOR – An overview and introduction to all UNITE models



- > The UNITE models are the by far largest library of innovation and transformation models on the Internet. They cover all areas of digital strategy, innovation, transformation as well as any related field.
- > The UNITE Navigator provides an introduction and overview of all digital-related fields.
- > As part of this presentation, we will focus on *understanding the current and future impact of stakeholders within an organization.*

Background to The UNITE Stakeholder Map

Why we use it

Our projects and decisions can have effects we don't consider early on. Stakeholder mapping is used to understand the different perspectives and needs of stakeholders, and to develop strategies for engaging and managing them effectively.

If we use Stakeholder mapping correctly, it lets us do the following:

- > Identify key stakeholders
- > Assess stakeholders' level of interest, influence, and impact
- > Communicate and build relationships
- > Anticipate and manage potential conflicts
- > Monitor and evaluate stakeholders' engagement

How it works

With a stakeholder map, we want to identify stakeholders and consider which ones we want to **Keep Informed, Keep as Customers, Use as Collaborators, and Monitor.**

Each stakeholder is some combination of those interests, and we can chart their connections to our organization using a four-quadrant matrix.

This map lets you see how important each stakeholder is and how much power they have over your operations relative to the other stakeholders.

As your business expands, the Stakeholder map gets revised - some stakeholders will have changing roles, while new ones appear and previous ones no longer are of concern.

What is the goal

The goal of the Stakeholders Map is to **understand and organize all the outside entities** that have interest and influence over your business.

Stakeholder Map Definition

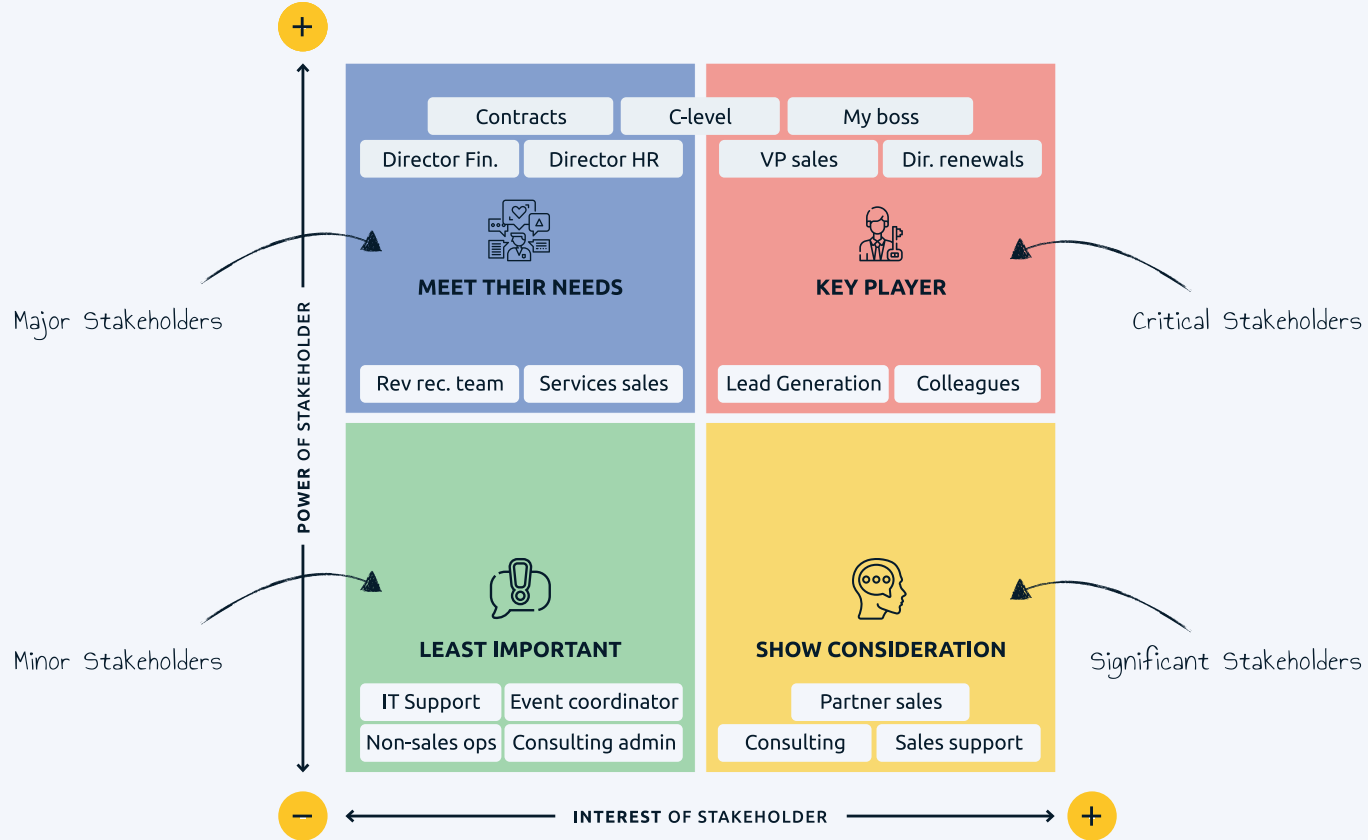
The UNITE Stakeholder maps help you understand the different perspectives and needs of stakeholders, and to develop strategies for engaging and managing them effectively.'

The Map organizes your stakeholders into a manageable chart, ensures that you're giving the right attention where needed and communicates your business's responsibilities to outside entities.

THE UNITE **STAKEHOLDER MAP – Matrix**



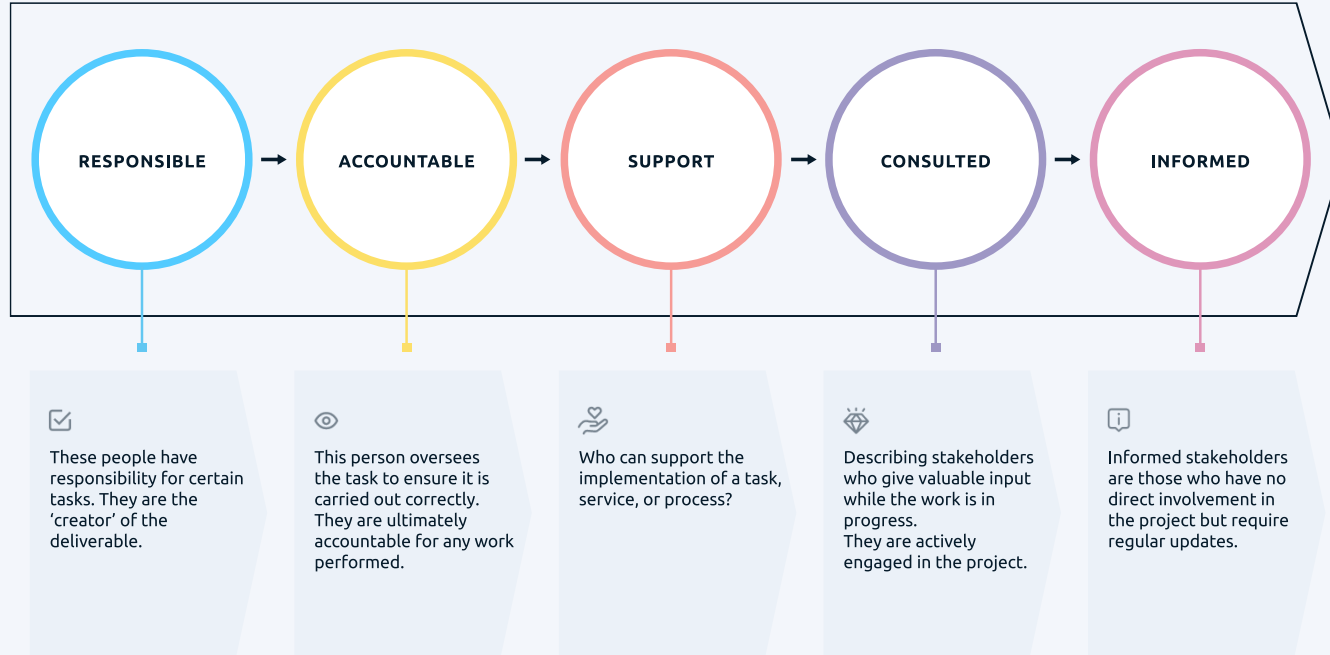
THE UNITE **STAKEHOLDER MAP** – Example



THE UNITE **STAKEHOLDER MAP** – Structure



THE RESPONSIBILITY ASSIGNMENT MATRIX – STRUCTURE (also known as RACI / RASCI MATRIX)



Overview

- > Download the full The Responsibility Assignment Matrix – *Structure* Download Package here:



**THE RESPONSIBILITY
ASSIGNMENT MATRIX**



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THE RESPONSIBILITY ASSIGNMENT MATRIX – A FULL EXAMPLE (also known as RACI / RASCI MATRIX)

Project Deliverable (or Activity)	Executive Sponsor	Project Sponsor	Steering Committee	Advisory Committee	Role #5	Project Manager	Tech Lead	Functional Lead	SME	Project Team Member	Developer	Administrative Support	Business Analyst	Role #4	Role #5	Consultant	PMO	Role #3	Role #4	Role #5
	Project Leadership					Project Team Members					Project Sub-Teams					External Resources				
Initiate Phase Activities																				
Request Review by PMO	A/C	R/A				R/A	A/C		C											
Submit Project Request						R											A			
Research Solution	I					R/A	A/C	A/C	C				C			C				
Develop Business Case	I	A/C	I	I		R/A	C	C	C				C			C	C			
Plan Phase Activities																				
Create Project Charter	C	C				R/A	C	C	C				C			C				
Create Schedule	I	I	I	I		R/A	C	C	C	C	C	C	C			C	I			
Create Additional Plans	I	I	I			R/A				I	I	I	I			C	I			
Execute Phase Activities																				
Build Deliverables	C/I	C/I	C/I	C/I			R/A	R/A	R/A	R/A	R/A					A/C				
Create Status Report	I	I	I	I		R/A	R/A	R/A	R/A							C	I			
Control Phase Activities																				
Perform Change Management		C	C	C		R	A	A	A							C	I			
Close Phase Activities																				
Create Lessons Learned	C	C	C	C		R/A	C	C	C	C	C	C	C			C	C			
Create Project Closure Report	I	I	I	I		R/A	I	I	I	I	I	I	I				I			

Overview

- > Download the full The Responsibility Assignment Matrix – A Full Example Download Package here:



THE RESPONSIBILITY
ASSIGNMENT MATRIX

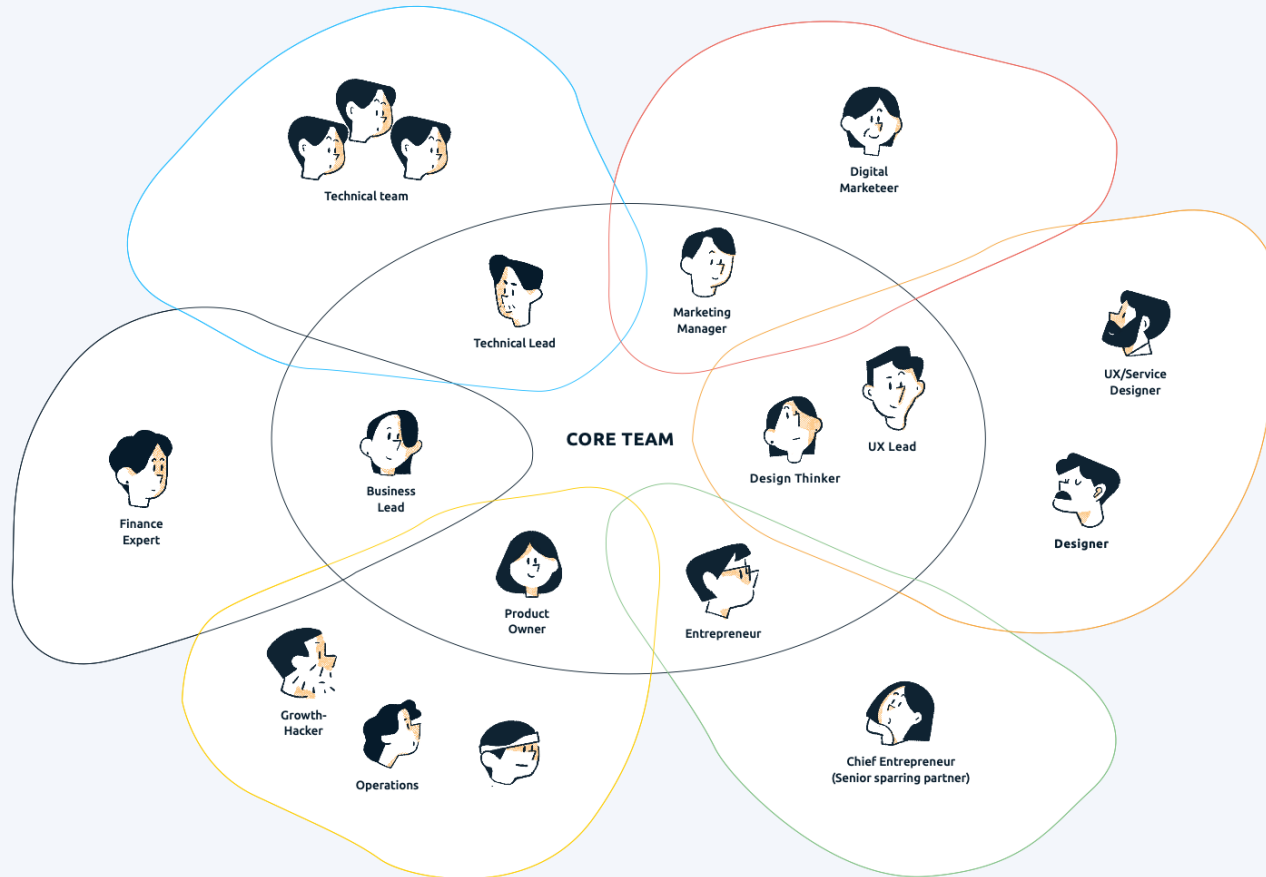


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THE UNITE INNOVATION TEAM STRUCTURE



Overview

- Once you have decided which Opportunity Space you want to exploit, you will have an idea of the size and type of challenge you have in front of you. This will give you an idea of the team members you will require to run your initiative.
- As guidance, the UNITE Innovation Team Structure Canvas provides an overview of the recommended default structure for an innovation team.
- The core team (center) is committed full-time and has the freedom and space to execute.



THE UNITE INNOVATION
TEAM STRUCTURE



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METHODOLOGY GLOBALLY.**

THE UNITE MODELS are the by far largest library of innovation and digital transformation models available on the market globally. They cover all important domains end2end and uniquely – they are deeply integrated. Please be invited to leverage them in your organization. **Let's UNITE and create a world worth living in !**



**THE BOOK ABOUT HOW
TO CREATE INNOVATION**

HOW TO CREATE INNOVATION is a practical, comprehensive, OpenSource guide for successful innovation and digital transformation. The UNITE initiative and movement, supported by a global team of industry leaders and innovation researchers, aims to spark a revolution in global innovation and transformation.

GET IN TOUCH

Office +41 (0) 44 562 42 24

engage@digitalleadership.com

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Discover our Digital Transformation Practice

Digital transformation is an art few manage well



Digital transformation is often much more complex than we think. You often touch one element to find out that it has systemic impacts on all other areas.

In addition, we find strategies to be stuck too often in silos. Rather than focusing on one bit, we bridge the silos, develop a vision everybody will buy into, and create a unifying strategy and roadmap for getting there, including realigning the value-, service-, experience- and operating model.



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DISCOVER MORE ➤



Take control of your game!
Schedule your free business
assessment call with our team!

Discover our Culture & Organizational Change Practice



Don't let a decoupled culture and structure hold your business back

Do you know why most innovation and transformation projects fail?

Organizations are pumping plenty of cash into innovation and transformation initiatives. The problem is that the expected results often fail to materialize.

The primary issue is not one of ideas or directions – initiatives get stuck in strategy-execution. Let's thus turn the number one innovation obstructor in the best business enablers ever.

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Thank you!
Let's UNITE and create a world worth living in!

Do you want to share your knowledge as well?

Share my knowledge with the world!