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Collection of Stakeholders' Information

Collecting stakeholder information should be discussed with the **organization's members together**. There are many variables for each organization, such as background, structure and working fields, so different organizations have their own unique set of stakeholders. After you have your stakeholder information, you can move on to the next step of strategic planning.

In the last section, we learned that strategic planning is good for an organization's development. However, before we discuss strategic planning, we must consider what are the main reasons why organizations are able to work effectively over a long period of time.

The answer is: **satisfaction**! But whose satisfaction?

Stakeholders. These stakeholders include:

- Individuals or groups who have important interests based in the organization's decisions and activities;
- Stakeholders may be people working in or outside the organization, such as community partners, donors to the organization, and government departments.

How can an organization ensure that stakeholders are satisfied? We have to identify them and clearly know their needs.

Steps to collect stakeholders' information：

1. Divide all staff an participants into two grou

2. Have the two grou brainstorm by writing dow stakeholders on a flipchar For example, for an NG working in the field (health, their stakeholde may include：

    - The target populatior and people who are close with the target population, such as family members and social contacts
    - Staff and volunteers;
    - Health service providers (government-owned and private);
    - Competent Business Authorities or Governing Unit
    - Donors
    - Partners (NGO and CBO);
    - People in their network.

3. After the discussion, invite groups to share their answers with each other; then brainstorm what information you need to get from the stakeholders and write those ideas on the flipchart, which may include:

Notes

- ☑ Collect at least **TWO** sets of information from each stakeholder category;
- ☑ Make sure that you get the answers that you need;
- ☑ Clearly understand the information from stakeholders;
- ☑ Give stakeholders enough time to think about your questions;
- ☑ If the stakeholder is having trouble answering the question, try asking it in another way;
- ☑ Hire someone outside of your organization to conduct the interview, if possible; the interviewer should know your organization very well but be neutral throughout the process.

- Their thoughts on your organization’s work;
- Expectations for your organization;
- Suggestions and opinions for your organization;
- Possible support that they could provide your organization.

4. After deciding what information you want to collect, begin information collection. How can you do this?
    - Questionnaires, group discussion, one-on-one interviews, etc. In our experience, we have found that one-on-one interviews can be the best method. Interview questions are included in the **Toolkit**, for your reference;
    - When collecting information, try to categorize stakeholders into different groups and design individualized question outlines for each group. For example, you can categorize them based on how close your organization is with the stakeholders or based on different types of support they can provide. How you categorize your stakeholders depends on your particular situation;
    - The design of question outlines should be determined by your goals. Please refer to **Toolkit| Stakeholders’ Information Collection Questions Outline**;
    - After finishing collecting information, the organization should extract key information from what you have, because there may be a significant amount of extraneous information collected during your communications with stakeholders. It is therefore necessary to narrow your collected information down to the points that will be most useful to your organization, once they have been confirmed.
    - The process should look like this: