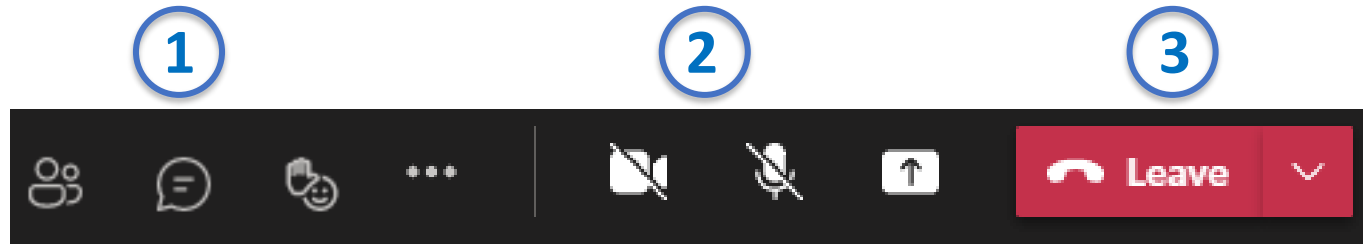




Primary Care Improvement Collaborative

QI Skills Session 4: Stakeholder Mapping

Housekeeping



- 1. Open and close the chat panel** – use the chat box to introduce yourself, raise any questions you may have or add comments about the session.
- 2. Cameras and mics have been disabled** – this session is being recorded and will be available as a resource. The chat box will not be visible during the recording, so please use it for any questions you may have that we will answer at the end of the session.
- 3. Leave the meeting** – use this to leave this session at the end.

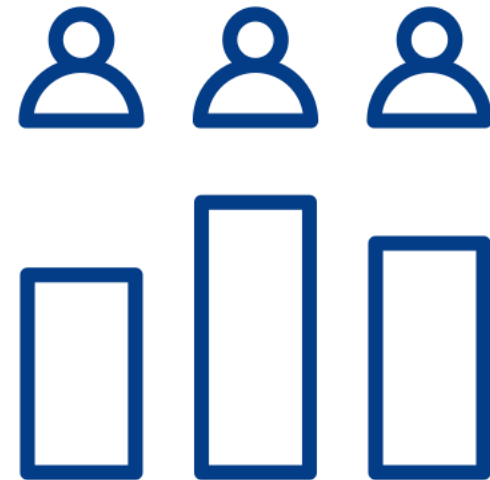
Background

- QI Skills sessions are part of the Primary Care Improvement Collaborative
- Developed to support the collaborative to understand how to use QI tools in a primary care setting, particularly pharmacotherapy and CTAC
- Sharing practical application of QI tools drawing on our learning from our previous programmes.

Poll

Please rate your knowledge of
Stakeholder Mapping:

- 1- Not aware
- 2- I know what it is
- 3- I can apply in identified situations
- 4- Know how, when and where to use
- 5- Can adapt and explain
- 6- Can teach theory and use method



Overview of Stakeholder Mapping

- Stakeholder Mapping is a way of identifying, prioritising and understanding your stakeholders
- Using an interest/influence grid with four quadrants enables you to plot or map stakeholders based on their level of interest (high/low) and level of influence (high/low).

Why Stakeholder Mapping is useful

- Identify who your stakeholders are
- Use the opinions of your stakeholders
- Development of a communication plan
- Identify potential issues

How to use Stakeholder Mapping

Step 1: Identify your stakeholders

Step 2: Prioritise your stakeholders

Step 3: Understand your stakeholders

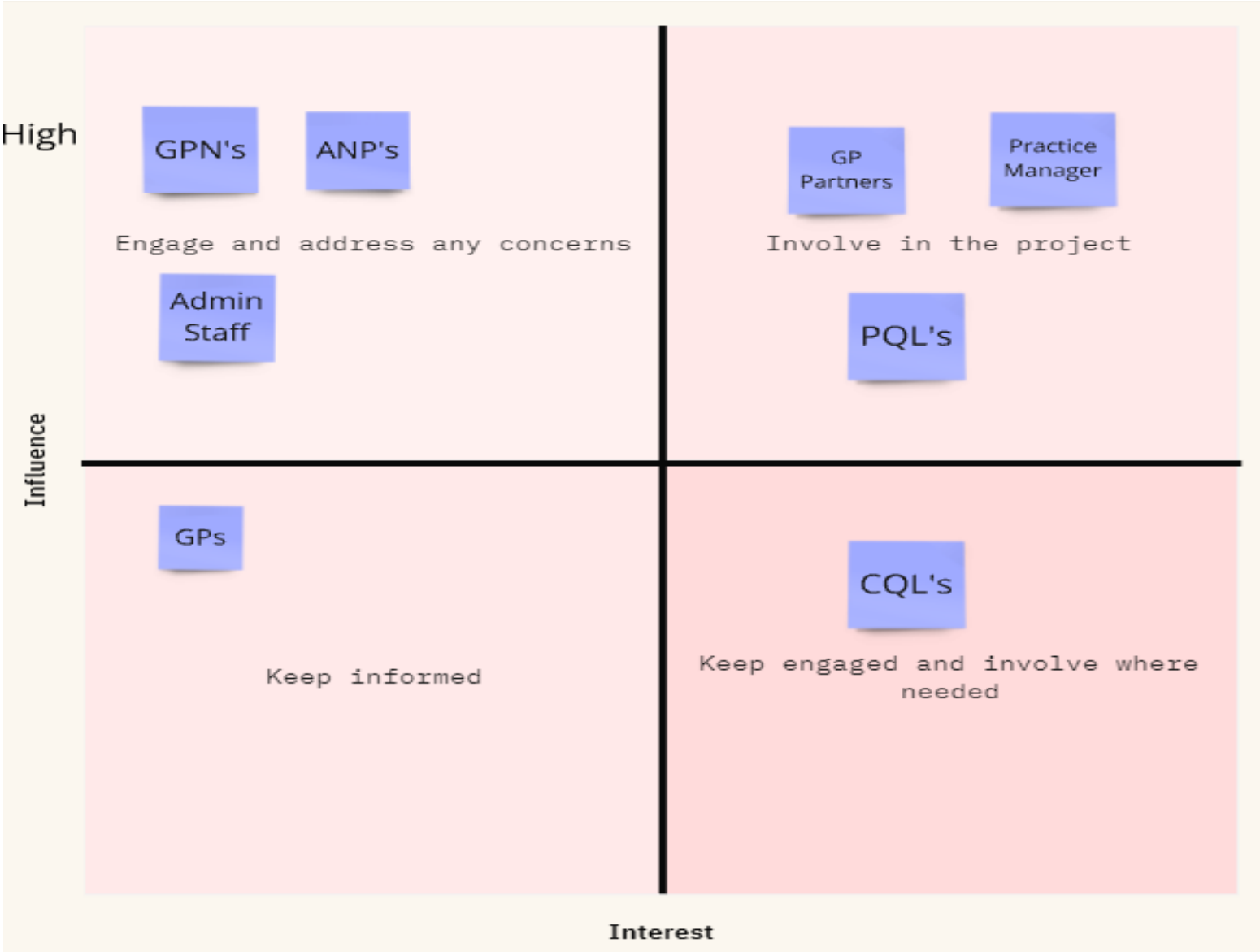
Step 4: Plan your communications

Stakeholder Analysis Template

Stakeholder Analysis

INFLUENCE	HIGH	Engage and address any concerns	Involve in the project	
	LOW	Keep Informed	Keep engaged and Involve where needed	
		LOW	INTEREST	HIGH

Stakeholder Mapping example



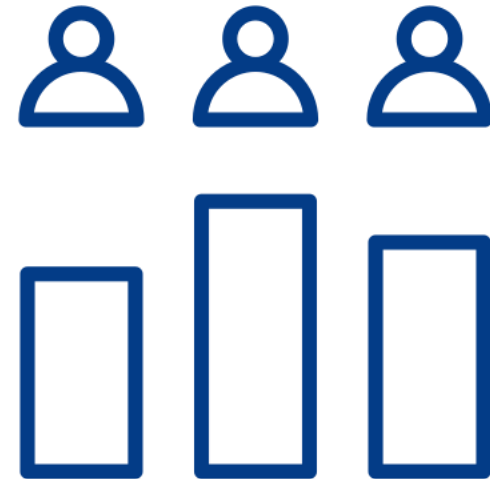
Questions



Poll

Please rate your knowledge of
Stakeholder Mapping:

- 1- Not aware
- 2- I know what it is
- 3- I can apply in identified situations
- 4- Know how, when and where to use
- 5- Can adapt and explain
- 6- Can teach theory and use method



Thank you

Keep an eye out for a range of tools, learning and resources, including this recording, that will be available soon!

*Thank
You*