



# Stakeholder Map

Based on best practice Enterprise Modelling & Architecture principles

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## Introduction

Identifying and documenting stakeholders across organizational boundaries can be a daunting task, but is nevertheless an important step when associating a stakeholder with where they interlink with multiple other components within an organization. In order to better capture and document all of the objects, the Stakeholder is built as a map. The Stakeholder Map is an accurate list and representation of decomposed and/or composed objects. A map is often represented in the form of a simple list or a chart laid out in columns in either a document or a spreadsheet. It's appearance ranges from that of a single list of one object or that of multiple objects across multiple rows within one or more (specific) columns.

The purpose of constructing a Stakeholder Map is to build an inventory or indexed list of objects that are to be either decomposed or composed for later usage within the business layer, information layer and/or technology layer of an enterprise. It is a powerful yet simple to use tool that allows the practitioner to document large amounts of information in a structured and coherent way.

## Stakeholder Map

The Stakeholder Map provides you with a detailed overview of identified stakeholders (each identified with a unique name and ID number), owners, plans, organizational units, organizational areas and/or groups, service areas and/or groups, process areas and/or groups, locations, value and performance expectations, enterprise capabilities, organizational competencies, products, business services as well as business processes.

### How to use the Stakeholder Map

Identify and capture stakeholders (each identified with a unique name and ID number), owners, plans, organizational units, organizational areas and/or groups, service areas and/or groups, process areas and/or groups, locations, value and performance expectations, enterprise capabilities, organizational competencies, products, business services as well as business processes.

*For example:*

1. A stakeholder may have multiple yet specific associations with owners, plans, organizational units, organizational areas and/or groups, service areas and/or groups, process areas and/or groups, locations, value and performance expectations, enterprise capabilities, organizational competencies, products, business services as well as business processes.
2. Multiple stakeholders may have an association to any single specific owner, plan, organizational unit, organizational area and/or group, service area and/or group, process area and/or group, location, value and performance expectation, enterprise

capability, organizational competency, product, business service as well as business process.

Stakeholder #	Who				How	Where					What				
	Stakeholder (Business Unit)	Stakeholder (Department)	Stakeholder (Operational Manager)	Enterprise Capability/Organizational Competency	Plan	Organizational Unit	Organizational Area/Group	Service Area/Group	Process Area/Group	Location	Value/Performance Expectations	Organizational Capability/Competency	Product	Business Service	Business Process
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Table 1: Stakeholder Map.

Please note that the objects we have listed here are the most typical objects that are commonly used within a Stakeholder Map, but there may be more (or fewer) relevant objects that are used within your organization. If that is the case, feel free to either add new ones, or remove any objects that are not relevant, or are otherwise unimportant, for this particular map.

Also note that the objects might have a different name in your organization, so make sure to adapt the meta objects of this artefact so that it fits to the taxonomy of your organization.

The objects involved with the Stakeholder Map is shown in Table 2.











Objects used within a Stakeholder Map		
Notation	Name	Description
	Role (stakeholders and owners)	A part that something or someone has the rights, rules, competencies, and capabilities to perform. A resource and/ or actor may have a number of roles i.e. process role, service role or application role and many actors may be assigned the same role.
	Plan	The notion of thinking about and organizing the tasks required to achieve a desired output.
	Organization (organizational units, areas and groups)	An arrangement or formation of resources that has a set of collective goals.
	Business Service (service areas and/or groups)	The externally visible [logical] deed or effort performed to satisfy a need or to fulfill a demand that is meaningful to the [business] environment.
	Business Process (process areas and/or groups)	A set of structured activities or tasks with logical behaviour that produce a specific service or product.
	Location	A point, facility, place or geographic position that may be referred to physically or logically.
	Expectation (value and performance)	The anticipated benefits that are of worth, importance, and significance to a specific stakeholder.
	Enterprise Capability	An enterprise capability is an abstraction that represents the ability to perform a particular skillset (i.e. organizational competencies, personal competencies, business functions, processes, services, and technology).
	Organizational Competency	An integrated and holistic set of related knowledge, skills, and abilities related to a specific set of resources (including persons and organizations) that - once combined - enables the enterprise to do something well.
	Product	A result and output generated by the enterprise. It has a combination of tangible and intangible attributes (i.e. features, functions, usage).

Table 2: Objects typically associated with the Stakeholder Map.

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