



STEP 2

ENGAGE AFFECTED POPULATIONS AND STAKEHOLDERS

Stakeholder Analysis Guide

The following questions can help ensure you have a powerful mix of stakeholders to help leverage change.

1. Who is most adversely affected by the issue being addressed? Who faces racial barriers or bias, or exclusion from power, related to this issue?
2. How are people of different racial groups differently situated or affected by this issue?
3. Ideally, what would the racial composition of the leadership look like?
4. In what ways are stakeholders most affected by the issue already involved in addressing it? How can these efforts be supported and expanded?
5. What are ways stakeholders adversely affected by the issue can be further engaged?
6. How can diverse communities and leaders be engaged from the outset so they have a real opportunity to shape the solutions and strategies?
7. How can community engagement be inclusive, representative and authentic?
8. How will stakeholders exercise real leadership and power?
9. Who can be allies and supporters and how can they be engaged?
10. Who needs to be recruited or invited to join the effort to address this issue? Who will approach them? How? When? What will they be asked to do to get involved?

One of the impacts of systemic racialization is the exclusion of people of color from many avenues of decision making, civic participation and power. People of color, the most direct stakeholders in the elimination of racism and those with the most first-hand experiences with its effects, must have a role in social-change efforts along with whites. Strive to engage stakeholders who have active and authentic connections to their respective communities. It is important to ensure meaningful participation, voice and ownership. The sooner you can engage a diverse mix of stakeholders, the sooner you will be able to move from talk to action in creating equitable opportunities for the communities you seek to serve.

There is a difference between stakeholder engagement and empowerment. Engagement may simply involve getting input or limited participation. Empowerment involves taking leadership, making decisions and designing solutions and strategies at every phase of social-change efforts. A community-organizing model led by people of color and focused on building power can be a particularly important strategy for advancing racial justice.

Invest time in learning about the needs of the populations you are serving. Spend time understanding what other stakeholders are doing, examining what is working and then sharing the knowledge. This can help inform your work and allows early buy-in and support from the stakeholders and communities that you are serving. The sooner you can engage a diverse mix of stakeholders, the better. It is harder to bring new communities in once an organization has established its agenda, strategy and leadership. You can use a stakeholder analysis to assess whom you need on board to build a powerful mix of people to leverage change.