


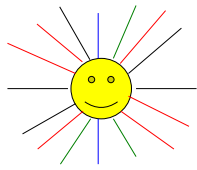
Preventive Services ToolKit  
**Module 5**  
Stakeholder Analysis – practical application

- The heart of the PSTK process
- potential major surprises
- Likely path to seemingly impossible outcomes



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**Sunburst Diagram**

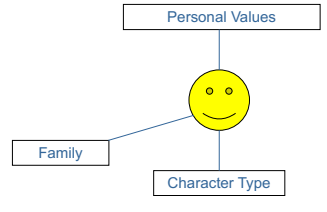



**Domains:**

- Personal
- Technical/ Professional Culture
- Administrative
- Policy/Political

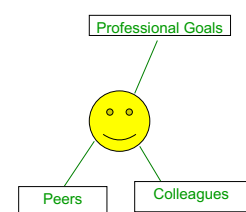

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**Personal Domain**

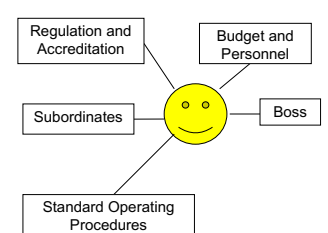

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**Professional Culture (Tech/Sci) Domain**

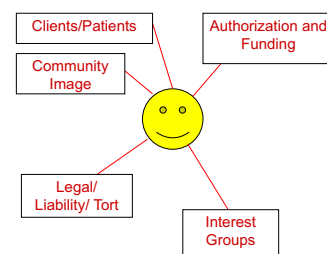


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**Administrative Domain**

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**Policy/Political Domain**

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**To Do a Stakeholder Analysis**

- Start with an idea
- (Gather some friends)
- Brainstorm Stakeholders (unstructured)
- Use starburst diagram to make sure important stakeholders not forgotten**
- Identify critical supporters and opponents
- Identify potential leverage
- Propose strategy
- If currently unfeasible . . .
  - (Monroe County clean indoor air)
- Do stakeholder research
- Finalize and implement strategy

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**The Magic of Stakeholder Analysis**

- New Ideas
- Leverage
- Outcomes not otherwise achievable**
- Support for yet other initiatives



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**True or False?**

- There are two sides to every issue
- There's not enough money
- Dollars are our most important resource
- What is good for me or for my agency is good for the community
- Advocacy is always good for continuing employment and advancement

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**Warning!!**

- Advocacy can be hazardous to your continuing employment!!



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