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STAKEHOLDER UNDERSTANDING MAP

Who are they?

What is their name?
What position do they have?
Who they interact with?

Public goals

What goals do they broadcast?
What is visible in official company systems?

Private goal assumptions

What goals may they have that they are not broadcasting?
Important: it's only an assumption.

Environments

What environments do they operate in? What are dominant value systems effective in those?

Dominant value system assumption

Based on their behaviour and language what value system are they operating from? Which ones have they intergrated?
Important: it's only an assumption.

Behaviour

How do they behave? Which value system does it look like?

Needs assumptions

What needs do they communicate? What needs can be deduced from behaviour?

Tools

Based on environment, goals and value system assumptions which tools should be effective in working with them?

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