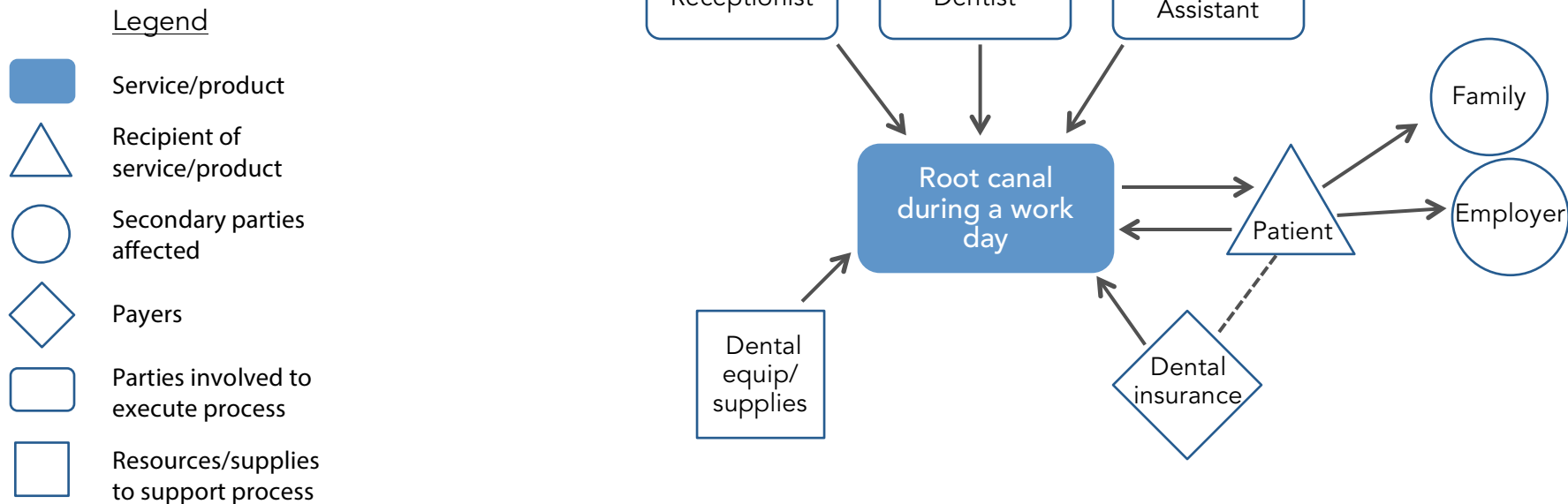# STAKEHOLDER MAP

There are many parties who directly and indirectly interface with the problem your team has selected. In order to understand the problem comprehensively, and to design a solution that would be accepted by all stakeholders, it is important to brainstorm who are all possible stakeholders in your problem niche. Once you map out the stakeholders, create a plan for how and when you will reach out to them to understand what they care about and what the pain points are from their point of view.

Consider these questions about the stakeholders:
- How are they involved in the process with the problem?
- What activities do they perform?
- How to engage them?
- Who on the team is responsible for contacting this stakeholder?

See the example (simplified) stakeholder map below for a root canal and create your own on the next page (use the legend as a guide).

Legend

- ▪ Service/product
- △ Recipient of service/product
- ○ Secondary parties affected
- ◇ Payers
- ▭ Parties involved to execute process
- ▭ Resources/supplies to support process

Receptionist -- Dentist -- Dental Assistant

Root canal during a work day

Patient → Family, Employer

Dental equip/supplies

Dental insurance

OUR STAKEHOLDER MAP