Stakeholder Analysis

The context diagram is useful in a workshop setting to draft and confirm the major stakeholders with whom the organisation interacts. The most benefit is at the institution level in identifying different customer segments. But it also provides the basis for useful conversations about dealing with partners, e.g., 3rd party providers and research partners. Once the diagram has been satisfactorily completed and all the key stakeholders identified, the narrative table of interactions can be developed.

The exercise in a workshop setting can result in unnecessary attention on insignificant relationships and interactions. Make sure that you clearly define what you mean by a stakeholder and that everyone understands it. This will enable you to control the workshops and get a meaningful stakeholder context described.
<Organisation Unit> Stakeholder context diagram  
(Example, Faculty, Division, Office, Centre)
### <Organisation Unit> Stakeholder Interactions

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Key Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers</td>
<td>The key exchanges between the organisation and the stakeholder. This might be a defined product, service or information exchange.</td>
</tr>
<tr>
<td>Partners</td>
<td></td>
</tr>
<tr>
<td>Governance</td>
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<tr>
<td>Suppliers</td>
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</tbody>
</table>

#### Customers
These can be external customers of the University such as Students, Research customers, the Community etc. OR internal customers such as other organisation units within the university to which this organisation provides services. For example, the Division of IT provides services and infrastructure to the rest of the Universities organisation units.

#### Partners
Partners will typically be organisations jointly working with the organisation to deliver a product or service. For example, Research partners.

In some cases, internal organisation units may also partner to deliver a product or service, e.g., Facilities Management and Student Services may collaborate to deliver residential booking services. If however, a service agreement exists that governs the arrangement and who does what, this may more properly be treated as a customer-supplier rather than a partnering arrangement.

#### Governance
Stakeholders exercising governance over the activities of the University e.g., University Council as an internal control and DEEWR as an external Government control.

#### Suppliers
External or internal suppliers of products or services to the organisation.