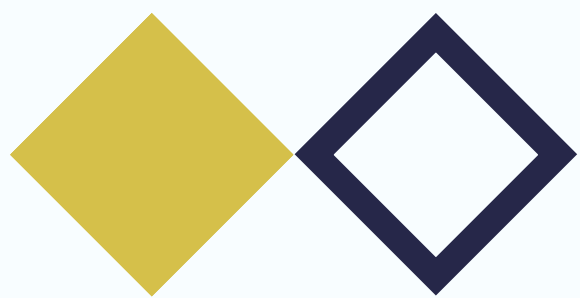


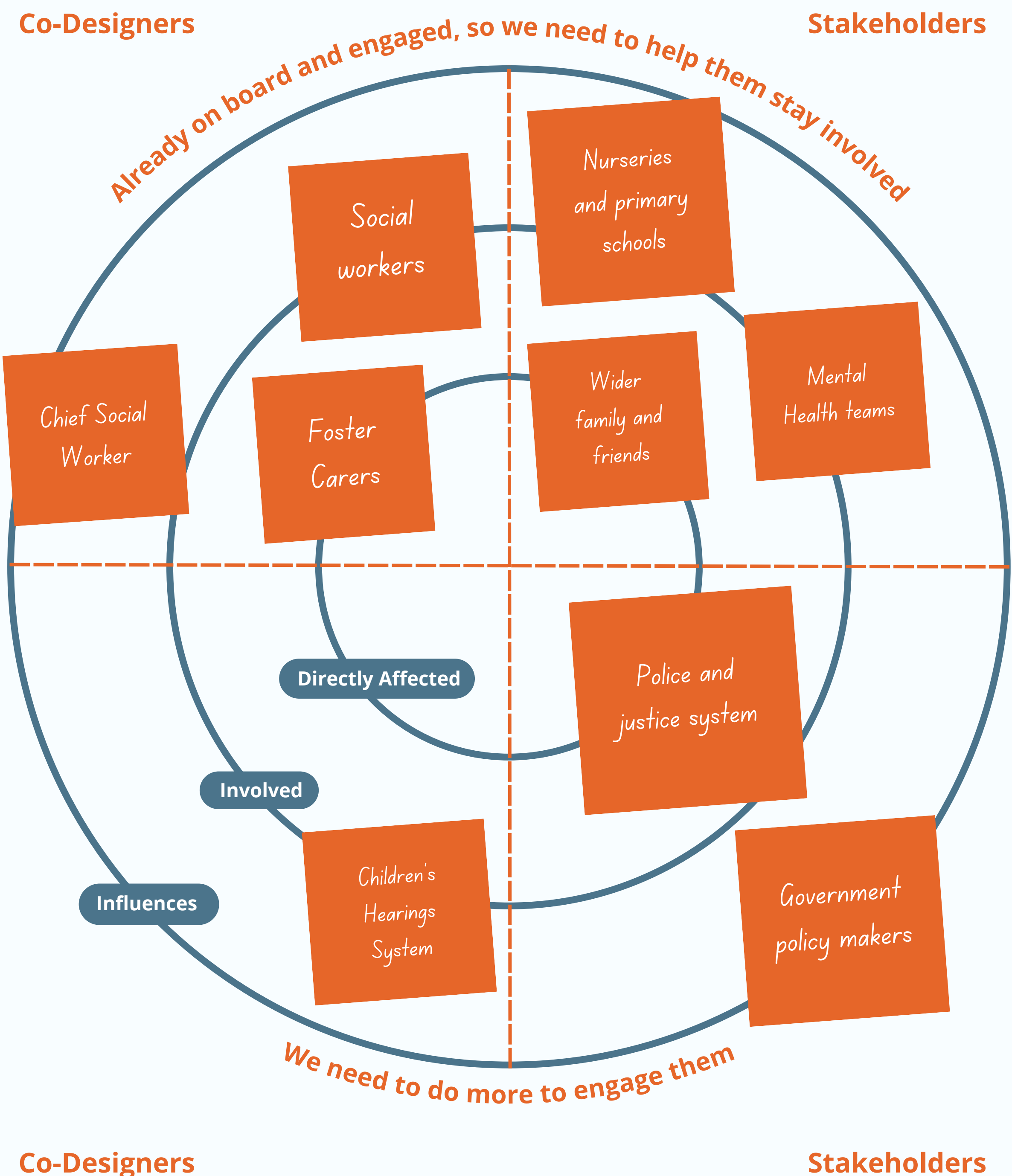
How to: Stakeholder and co-designers map



Isla's Story

Scotland's Independent Care Review used what it heard from real children and young people to create **composite stories** about the care system. These are stories about fictional people, made up from experiences which actually happened.

Isla's story is one of these, and has been used in the example below.



Where do they go?

Role

Co-Designers: People who will be actively involved in designing your service or experience.

Stakeholders: People who have a connection and interest in your service, but are not co-designing it.

Engagement

Top left: Co-designers who are already engaged.

Top right: Stakeholders who are already engaged.

Bottom left: Co-designers who need to be more engaged.

Bottom right: Stakeholders who need to be more engaged.

Power and Relationships

Inner circle: People **directly affected** by the service or experience.

Middle circle: People involved in **delivering** the service or experience.

Outer circle: People who **influence** the service or experience.

Using this map

What it's for

This is a traditional circular stakeholder map, which has been adapted to also highlight co-designers. A map like this helps you to think about your engagement strategy, because different people will need different approaches depending on where they sit.

You can also use it to think about power — who has it, and who needs more of it?

How it's used

List out your co-designers and stakeholders in the space to the left of the map. As a group, decide where they belong on the map.

Follow this up with an action plan based on your findings.

When to use it

Do this activity as early as you can.

It takes time and patience to engage people, especially those who are not usually part of a co-design process.

As you progress, you will be able to move people from the bottom areas to the top. New people may need to be added throughout the process.