Stakeholder Mapping Tool
Energizing Entrepreneurial Communities

Background and Introduction

Our stakeholder mapping tool will help you cultivate broad-based community engagement and support. Give it a try!

Likely Community Players… Some will Become Stakeholders

There is extensive research focused on why communities succeed and fail. As one might expect, there are numerous reasons that explain different community outcomes over time, but a common rationale surfaces time and time again in this vast research – the importance of leaders. The right people exercising empowering leadership are central to community success.

Because of this research-based finding, a central focus of our Entrepreneurial Communities work centers on identifying and empowering community leaders. Our success as community coaches is most dependent upon the ability of the community leaders we are working with to help their community understand their entrepreneurial opportunity and act effectively on it.

The following framework can be used by your community to better understand both the "players" and "stakeholders" within a community and the likely roles they can play in both success and failure.

Center for Rural Entrepreneurship

Community Players	
Scouts	In every community, there are scouts. These are the folks who go to conferences, follow newsletters and track opportunities that could help their hometowns. Scouts are often the first folks to engage a new program or resource.
Champions	Champions are those leaders who see real merit in an opportunity and advocate engagement. Champions are very important to us and become our primary partners within a community. Growing an ever larger and effective "champions group" is a primary development activity for our coaching.
Challengers	Most communities have challengers. Challengers are those community members who watch for potential risks and mistakes. They can be well-intentioned or simply negative in their general attitude. Divining between those "constructive" and "just negative" challengers is important.
Rainmakers	Rainmakers become very important over time. Rainmakers may not come to meetings or become directly involved in an initiative. Often, we have to engage them privately and even discretely, but they can make things happen such as raising money, getting the city on board, and the like.
Community Builders	Every community has well-intended citizens who volunteer. Often, they do not see themselves as leaders, but they are willing to give of their time, talent and treasure. A core group of champion leaders and community builders is an optimal setup for success.
Rest of the Community	Reality is that most residents in a community do not become directly engaged. We will explore strategies to create easy and fun ways to increase community member engagement, but most of the time we will be working with a smaller subset of the community's residents.

Center for Rural Entrepreneurship

Community Stakeholder Groups	
Local Government	Local government typically includes municipalities, counties, and school districts.
Development Groups	Development groups can include chambers of commerce, development corporations, main street programs, and tourism/convention groups.
Major Employers	Major employers often include manufacturers, health care, cooperatives, and other ventures with significant employment in the community.
Non-Profit Organizations	Non-profit organizations ranging from youth baseball to social service agencies fall into this stakeholder category.
Civic Groups	Civic groups range from Rotary to Extension Circles. Civic groups often have important community members and leaders among their numbers.
Faith Community	Each community is different but, for many communities, inclusion of the faith community members is important.
Others	Other potential community stakeholder groups include farm organizations, area community colleges, regional universities and the like.

Use the mapping sheet on the next page to identify your PLAYERS and your potential STAKEHOLDERS for your community.

Center for Rural Entrepreneurship

Player and Stakeholder Mapping Sheet	
Players	**Targeted Stakeholders**