SDI ScienceDocs Inc.
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Stakeholder Mapping Template

A ScienceDocs worksheet for identifying, prioritizing, and engaging the people and organizations who can influence adoption, funding, commercialization, implementation, or growth.

How to Use This Template

Purpose	Use this template to clarify who matters, how they influence decisions, what each stakeholder needs to believe, and what engagement steps should happen next. It works for early commercialization ideas, SBIR/STTR planning, university spinouts, AI adoption, change management, operational improvement, pilot projects, and go-to-market planning.
Recommended users	Founders, researchers, university commercialization teams, startup leadership, product teams, change management leads, AI/technology teams, operations leaders, and grant strategy teams.
Suggested timebox	Complete the first pass in 60-90 minutes. Then validate the highest-priority stakeholders through interviews, partner conversations, customer discovery, or internal leadership review.
Output	A stakeholder inventory, influence/interest view, adoption-risk profile, message map, and near-term engagement plan.

1. Project or Initiative Snapshot

Project / technology / initiative name	
Organization / team	
Primary use case or commercialization opportunity	
Current stage	[ ] Concept [ ] Research result [ ] Prototype [ ] Pilot planning [ ] Launch [ ] Scaling [ ] Internal implementation
Primary decision to be supported	[ ] Funding [ ] Pilot [ ] Licensing [ ] Product development [ ] Adoption [ ] Partnership [ ] Procurement [ ] Other:
Target users, customers, or beneficiaries	
Known decision-makers or institutions	
Prepared by / date	

2. Stakeholder Discovery Checklist

Done?	Mapping Item / Prompt	Priority	Notes / Evidence
[ ]	Identify people who experience the problem directly, including users, operators, clinicians, researchers, students, customers, or frontline staff.	[ ] High [ ] Med [ ] Low	
[ ]	Identify people who pay, approve, fund, procure, license, sponsor, regulate, or authorize the solution.	[ ] High [ ] Med [ ] Low	
[ ]	Identify internal champions who may advocate for the project or help open doors.	[ ] High [ ] Med [ ] Low	
[ ]	Identify skeptics, blockers, compliance reviewers, finance leaders, IT/security teams, legal/IP offices, or operational leaders who could slow adoption.	[ ] High [ ] Med [ ] Low	
[ ]	Identify external partners, pilot sites, distributors, corporate partners, university offices, government agencies, nonprofits,	[ ] High [ ] Med [ ] Low	

	or community groups that may influence success.		
[ ]	Identify missing stakeholder categories where the team is relying on assumptions rather than direct input.	[ ] High [ ] Med [ ] Low	
[ ]	Separate users from buyers, buyers from approvers, approvers from influencers, and influencers from beneficiaries.	[ ] High [ ] Med [ ] Low	
[ ]	Confirm whether each stakeholder has been interviewed, observed, contacted, or validated through credible evidence.	[ ] High [ ] Med [ ] Low	

3. Stakeholder Inventory

List stakeholders broadly first. Do not over-filter at this stage; the prioritization steps below will help determine who requires immediate attention.

Stakeholder name / group	Role or category	Organization / unit	Relationship to problem	Known contact or owner	Notes

4. User-Buyer-Approver-Influencer Map

Many commercialization and implementation plans fail because the user is not the buyer or because the buyer cannot approve adoption alone. Use this section to clarify decision dynamics.

Stakeholder type	Who fits this role?	What do they care about?	What evidence do they need?	Current confidence
End user		Usability, time saved, quality, safety, burden, workflow fit, trust.		[ ] High [ ] Med [ ] Low
Buyer / budget holder		Cost, ROI, budget cycle, pricing, risk, vendor credibility.		[ ] High [ ] Med [ ] Low
Approver / sponsor		Strategic fit, compliance, outcomes, reputation, leadership alignment.		[ ] High [ ] Med [ ] Low
Technical evaluator		Performance, security, data quality, integration, validation, scalability.		[ ] High [ ] Med [ ] Low
Operational owner		Process impact, staffing, training, handoffs, disruption, sustainability.		[ ] High [ ] Med [ ] Low
Influencer / champion		Mission fit, credibility, relationship, visibility, benefits to their network.		[ ] High [ ] Med [ ] Low
Blocker / skeptic		Risk, workload, cost, loss of control, compliance concerns, competing		[ ] High [ ] Med [ ] Low

		priorities.		

5. Influence / Interest Prioritization Matrix

Place stakeholders into one of the four groups below. This creates the first version of your engagement strategy.

	Low Interest / Low Urgency	High Interest / High Urgency
High Influence / High Power	**Keep satisfied** **Stakeholders:**	**Manage closely** **Stakeholders:**
Low Influence / Low Power	**Monitor** **Stakeholders:**	**Keep informed** **Stakeholders:**

6. Stakeholder Needs, Concerns, and Evidence Map

Stakeholder	Priority	What they need to achieve	Likely concerns	Evidence needed	Message angle	Next contact / owner
	[ ] High [ ] Med [ ] Low					
	[ ] High [ ] Med [ ] Low					
	[ ] High [ ] Med [ ] Low					
	[ ] High [ ] Med [ ] Low					
	[ ] High [ ] Med [ ] Low					
	[ ] High [ ] Med [ ] Low					
	[ ] High [ ] Med [ ] Low					
	[ ] High [ ] Med [ ] Low					
	[ ] High [ ] Med [ ] Low					
	[ ] High [ ] Med [ ] Low					

7. Adoption, Commercialization, or Funding Risk Signals

Done?	Risk Signal	Priority	Notes / Evidence
[ ]	A high-power decision-maker has not been identified or has not shown interest.	[ ] High [ ] Med [ ] Low	
[ ]	The person who benefits from the solution is not the person who controls budget or approval.	[ ] High [ ] Med [ ] Low	
[ ]	The solution requires workflow, staffing, data, IT, security, regulatory, or procurement changes that have not been	[ ] High [ ] Med	

	discussed with responsible teams.	[ ] Low	
[ ]	Stakeholders disagree about the main problem, the urgency of the problem, or the definition of success.	[ ] High [ ] Med [ ] Low	
[ ]	The team is relying on one champion and does not have a broader decision pathway.	[ ] High [ ] Med [ ] Low	
[ ]	Potential blockers have been ignored because they are uncomfortable to engage.	[ ] High [ ] Med [ ] Low	
[ ]	There is no clear evidence package tailored to the concerns of each stakeholder group.	[ ] High [ ] Med [ ] Low	
[ ]	The project depends on a partner, pilot site, license, dataset, customer, or internal resource that has not yet made a concrete commitment.	[ ] High [ ] Med [ ] Low	

8. Stakeholder Interview / Validation Prompts

Use these prompts for short interviews or discovery calls. Adapt the language to fit the stakeholder type.

Prompt	What to listen for	Notes / direct quotes
What is the problem or friction point from your perspective?	Whether the stakeholder defines the problem the same way the team does.	
How are you handling this today?	Current alternatives, workarounds, spending, inefficiency, or tolerance for the status quo.	
Who else would need to be involved before this could move forward?	Decision pathway, hidden approvers, procurement steps, IT/security/legal/compliance concerns.	
What would make this worth prioritizing?	Value threshold, urgency, business case, scientific need, operational pain, or mission fit.	
What concerns would you expect others to raise?	Likely blockers, political barriers, evidence gaps, adoption risks.	
What evidence would you need before supporting a pilot, purchase, proposal, or partnership?	Required proof, metrics, validation, testimonials, technical evidence, ROI, safety, compliance.	
What would a successful next step look like?	Practical milestone and engagement path.	

9. Engagement Plan

Stakeholder	Engagement objective	Channel	Message / evidence to share	Timing	Owner	Status
		[ ] Email [ ] Call [ ] Meeting [ ] Intro				[ ] Planned [ ] Sent [ ] Complete [ ] Blocked
		[ ] Email [ ] Call [ ] Meeting [ ] Intro				[ ] Planned [ ] Sent [ ] Complete [ ] Blocked
		[ ] Email [ ] Call [ ] Meeting [ ] Intro				[ ] Planned [ ] Sent [ ] Complete [ ] Blocked
		[ ] Email [ ] Call [ ] Meeting [ ] Intro				[ ] Planned [ ] Sent [ ] Complete [ ] Blocked
		[ ] Email [ ] Call [ ] Meeting [ ] Intro				[ ] Planned [ ] Sent [ ] Complete [ ] Blocked

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		[ ] Email [ ] Call [ ] Meeting [ ] Intro				[ ] Planned [ ] Sent [ ] Complete [ ] Blocked
		[ ] Email [ ] Call [ ] Meeting [ ] Intro				[ ] Planned [ ] Sent [ ] Complete [ ] Blocked
		[ ] Email [ ] Call [ ] Meeting [ ] Intro				[ ] Planned [ ] Sent [ ] Complete [ ] Blocked
		[ ] Email [ ] Call [ ] Meeting [ ] Intro				[ ] Planned [ ] Sent [ ] Complete [ ] Blocked

10. Stakeholder Alignment Summary

Summary question	Current answer	Confidence	Follow-up needed
Who is the primary user or beneficiary?		[ ] High [ ] Med [ ] Low	
Who controls budget, approval, licensing, procurement, or adoption?		[ ] High [ ] Med [ ] Low	
Who could champion the project?		[ ] High [ ] Med [ ] Low	
Who could block or delay the project?		[ ] High [ ] Med [ ] Low	
What is the strongest stakeholder signal so far?		[ ] High [ ] Med [ ] Low	
What is the biggest stakeholder uncertainty?		[ ] High [ ] Med [ ] Low	
What engagement step should happen next?		[ ] High [ ] Med [ ] Low	

11. Next-Step Action Plan

Action item	Related stakeholder	Why it matters	Owner	Due date	Done?
					[ ]
					[ ]
					[ ]
					[ ]
					[ ]

ScienceDocs Support

Need help applying this tool? ScienceDocs supports commercialization, change management, AI adoption, grant strategy, and operational optimization. We help scientific teams, startups, university spinouts, and technology organizations translate early ideas into practical plans for funding, validation, implementation, and growth.