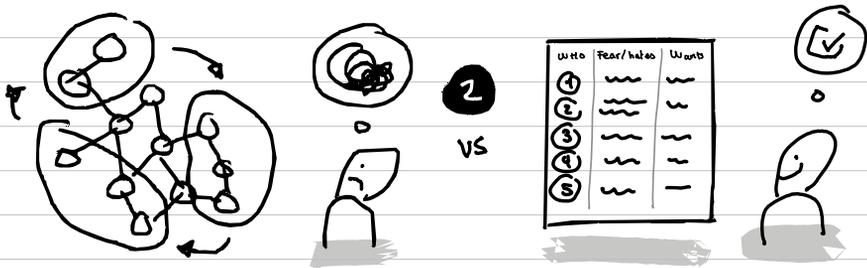


## What's the problem with stakeholder mapping?

In short: I often see stakeholder maps that describe in details the mess of a situation but not many that lead to real and different stakeholder engagement. The 'what does this mean' answer is missing. Even worse a lot of time these maps are based on assumptions not research which leads to the same critics many have for personas.



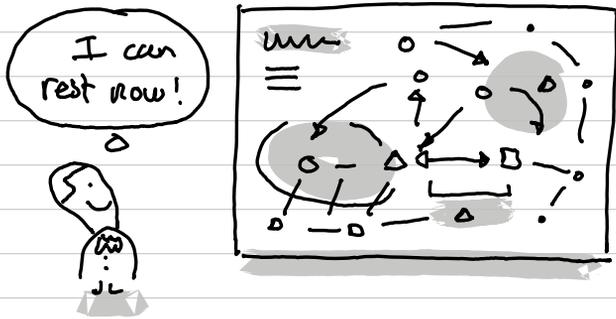
## From Stakeholder Map to Stakeholder plan

### Problem 1: analysis paralysis

Some stakeholder maps are so complex, so detailed that they lead to a sort of mapping procrastination or analysis paralysis. People spend more time doing the map than using the map to walk.

It's as if you had bought a great map for hiking that gives you many trails, but you just look it at home without actually go out for a hike.

The same happens with many other synthesis tools: persona, blueprints, etc. They give a sense of "I have done something" when in fact you just "prepared the tool that will help you do the right thing".

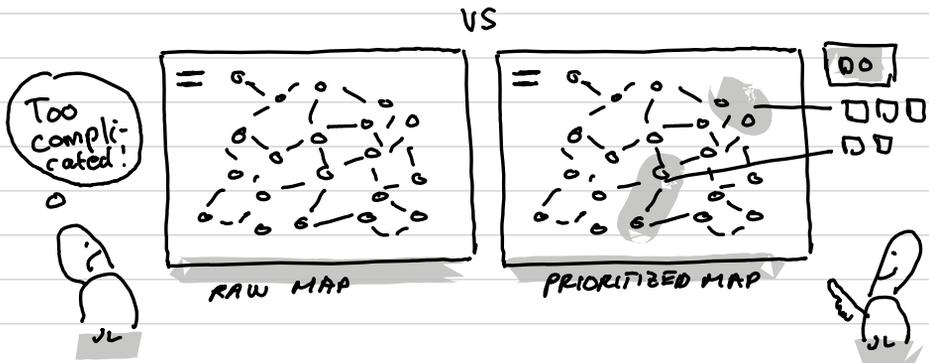


### The fake sense of accomplishment

This fake sense of accomplishment leads often to people:

- not prioritizing with who to engage and how
- not actually doing the uncomfortable work of calling, having a coffee with the people who were previously in a blind spot that the map revealed
- not answering the question: okay but what does this help me to do or not do?

The other side of the analysis paralysis is that it can push people in a sense of helplessness.



## Helplessness from mapping without focus

When all parts of a mapping feel at the same level it can feel that it's all too big. There are too many people to engage. So why even start?

Instead when you prioritize (including the parts that are uncomfortable but important) you gain a sense of: "This is where I'll make a dent in this big universe".

## Problem 2: assumption based

Personas are great tools when they are based on actual research. They are even useful when not done with research to speak with experts who will then reveal your blind spots.

The same is true with a Stakeholder Map or any other synthesis tool: a journey map, a service blueprint, a Business Model Canvas, etc.