ClieNFarms Scaling Toolbox

Credential Cards

Stakeholder Analysis

The Credential Cards tool aims to characterise stakeholders' stances and relation to the challenge. The Credential Cards is a tool from the from The Visual Toolbox for Systems Innovation.

Purpose

The Credential cards is a tool to characterise a stakeholder's relation to the challenge in focus. The tool will help you assess how the stakeholders are influenced by the problem and potential future solutions and how they can influence the process of developing the new solution.

Expected outcomes of applying the tool

The Credential Cards tool will produce a comprehensive and visual depiction of how the stakeholder relates to the project and its context.

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Preparation

This tool requires good knowledge of the actors involved and especially how their actions or behaviour are related to the project. In training environments, it is crucial for the trainer to provide sources of information

Step-by-step guide to using the tool (Recipe)

The tool is made up of four components: (1) Actor Description, (2) Problem Statement, (3) Stakeholder Wheel and (4) Stakeholder Equaliser. A detailed description to guide you through the process can be found in the Visual Toolbox for Systems Innovation pages 35-41.

Suggested follow up steps

After gathering a set of Credential cards for different stakeholders, you may want to go with use the tool Stakeholder Universe to go deeper into their relations and how they can have a considerable influence on the project process. The Stakeholder Universe is another alternative not as comprehensive but easier to take.

Links and references

The Visual Toolbox for Systems Innovation.