

Stakeholder engagement is an essential part of planning for systems change. It is helpful to think about key stakeholders in each of the 5 “I” categories.

The Five “I” Categories of Stakeholders

Interested

Those who are engaged because they are interested in the issue/topic

Impacted

Those who are directly impacted by current conditions or will be directly impacted by the program/exhibit you are generating

Influence

Those who currently have influence within your museum or the topic you are trying to address

Information

Those who have information or expert knowledge that would be helpful to your effort

Income

Those who have access to the resources to support your effort

Identify Specific Stakeholders in Each Category

