

# Matrix of Key Persons/Stakeholders

## Objectives

This tool is more complex than the Venn Diagram, but also more systematic in its application. It reveals important linkages and constraints according to the perceptions of different groups and participants, either within an organisation and/or within a certain institutional context, for example a village structure or an institutional environment.

## Materials

Copies of the below matrix for each participant.

## Time

30–45 minutes

## Procedure, Version I

- List all key persons or main organisations in a specific field (e.g. representatives of department 1 or associations of persons with disabilities) on the vertical axis of the matrix.
- List all key persons or main organisations of another field (e.g. representatives of department 2 or government representatives) on the horizontal axis of the matrix.
- Discuss the relationship between two key persons or main organisations and fill in the “relationship” boxes accordingly.

## Example, Version I

Double entry	Stakeholder A	Stakeholder B	Stakeholder C	Stakeholder ...
Stakeholder 1	Relationship of stakeholder 1 with stakeholder A	Relationship of stakeholder 1 with stakeholder B	Relationship of stakeholder 1 with stakeholder C	Relationship of stakeholder 1 with stakeholder ...
Stakeholder 2	Relationship of stakeholder 2 with stakeholder A	Relationship of stakeholder 2 with stakeholder B	Relationship of stakeholder 2 with stakeholder C	Relationship of stakeholder 2 with stakeholder ...
Stakeholder 3	Relationship of stakeholder 3 with stakeholder A	Relationship of stakeholder 3 with stakeholder B	Relationship of stakeholder 3 with stakeholder C	Relationship of ...
Stakeholder ...	Relationship of...	Relationship of...	Relationship of...	...

## Procedure, Version 2

- Write down all key persons or main organisations on the vertical axis of the matrix.
- Write down the same key persons or main organisations on the horizontal axis.
- Discuss the mutual influence of two key persons or main organisations and fill in the “impact” boxes accordingly.

Double entry	Stakeholder 1	Stakeholder 2	Stakeholder 3	Stakeholder ...
Stakeholder 1		Impact of stakeholder 1 on stakeholder 2	Impact of stakeholder 1 on stakeholder 3	Impact of stakeholder 1 on stakeholder ...
Stakeholder 2	Impact of stakeholder 2 on stakeholder 1		Impact of stakeholder 2 on stakeholder	Impact of stakeholder 2 on stakeholder ...
Stakeholder 3	Impact of stakeholder 3 on stakeholder 1	Impact of stakeholder 3 on stakeholder 2		Impact of ...
Stakeholder ...	Impact of ...	Impact of ...	Impact of ...	

Adapted from:

- Handicap International (2002): Partnership. A better understanding of partnership for better collaboration, pp. 30–32. Available at:  
[http://www.handicap-international.de/images/pdfs\\_multimedia/partenariat\\_uk.pdf](http://www.handicap-international.de/images/pdfs_multimedia/partenariat_uk.pdf)