

Stakeholder	Stake in the Project	What do we need from them?	Perceived attitudes/risks	Risk if they are not engaged
Patient	Better experience, Better outcomes, reduced anxiety, increased confidence in standards of care, Safe Care, Shorter Stay	Participation, Co-production, co-creation, ownership, communication and feedback to staff, prompt staff and patients	Not their problem, responsibility of health care professionals	Increased complaints/claims, Lack of feedback on effectiveness of interventions, lack of understanding, lack of ownership
Family/Carer	Better experience, Better outcomes, reduced anxiety, increased confidence in standards of care, Safe Care, Shorter hospital stay for relative	Ownership, communication and feedback to staff, prompt staff and patients	Not their problem, responsibility of health care professionals	Increased complaints/claims, Lack of feedback on effectiveness of interventions, lack of understanding, lack of ownership
Executive Team	Reduction of Harm, Safer Care, Consistent Standards, Assurance, Reputation, Reduced Costs, Reduced Claims/Complaints	Accountability for Organisational Behaviour, Commitment to Improvement, Support for PUG		Cost of Failure, No commitment, No Support, Fragmented behaviours increased length of stays, increased costs,
Welsh Government/CNO	Reduction of Harm, Safer Care, Consistent Standards, Assurance	Commitment and Support, Recognition of improvement work and barriers		Variation across Wales, Loss of momentum, Lack of Priority, No commitment and support
Welsh Wound Innovation Centre				
Senior Nurse Managers (HON, SN, Ward Sisters/Team Leaders)	Reduction of Harm, Safer Care, Consistent Standards, Assurance, Reputation, Reduced Costs, Reduced Claims/Complaints, Accurate assessment and evaluation	Monitor and enforce standards, commitment, influence and motivate staff, consistency, support training/education, create positive safety culture	Another problem, This weeks 'Hot Topic'	Inconsistency in standards, poor safety culture, lack of support, de-motivated uninterested staff, poor assessment and evaluation, increased length of stays, increased costs
CNS Tissue Viability	Reduction of Harm, Safer Care, Consistent Standards, Assurance, Reputation, Reduced Costs, Reduced Claims/Complaints, Accurate assessment and evaluation	Commitment support, influence culture, change behaviours, education and training for staff, Monitor reporting and recording	Been here before, nothing changes	Poor staff knowledge and skills, unchanged behaviours, lack of accountability and ownership by staff, increased length of stays, increased costs
Doctors / GP's	Reduction of Harm, Safer Care, Consistent Standards, Assurance, Reputation, Reduced Costs, Reduced Claims/Complaints, Accurate assessment and evaluation	Engagement, Commitment, Ownership, Support PUG	'It's a Nursing Problem'	No ownership, no support, lack of care co-ordination



Stakeholder Analysis

Having identified stakeholders and the management strategy for them, you should ensure your project plan includes those management activities. Having carried out the initial analysis, this should be revisited regularly throughout the project both as a reminder that stakeholder positions can change, so the management strategy may have to alter, and that new stakeholders may be identified as the project progresses.



Improvement CTM