


# ACTOR MAPPING

## WHAT

Basic systems thinking tool that requires you to map all potentially relevant actors and their position in your project.

## WHEN TO USE

- **Stage(s):** Preparation & setup, commercialisation & scale-up
- **Goal:** Map & engage stakeholders/actors, Think ahead & find solutions to address challenges/problems
- **Type:** Systems thinking tool
- **Time & Effort:** 2 - 4 hrs 

## HOW TO USE

- Create a list of stakeholders who form part of the system.
- Determine relations between actors.
- Get to know the actors, what are their values, incentives, models and power.
- Determine relevance of actors: direct, indirect or system.
- Determine the influence or power of the actors.
- Determine which actors are aligned and which ones are opposed.
- Map them in quadrants based on their influence and alignment. You can use the template or make your own.
- Observe from the perspective of the actors involved.

# ACTOR MAPPING

## STRENGTHS

- Allows you to identify opportunities for alliances and detect potential conflicts.
- Useful to identify gaps.
- Helps to understand how adoption might take place.
- Understanding actors allows you to speak their language and thus optimize your communication.

## WEAKNESSES

- When aiming to change complex systems, typically many actors are involved making the exercise time intensive.
- Actors are not necessarily involved themselves, so assumptions are made on their values and incentives.

### Sources

[Actor mapping Canvas available on teams](#)

[Find the template on teams](#)