

## Map & Measure: 3-Tier Stakeholder Matrix Guide

	Stakeholders	Tier 1: Activities	Tier 2: Outcomes	Tier 3: Perceptions	
<b>Step 1: ID Stakeholders</b>	Stakeholder 1	+ Benefits - Costs	+ Benefits - Costs	+ Benefits - Costs	<b>Step 2: Isolate Impacts</b>
	Stakeholder 2	+ Benefits - Costs	+ Benefits - Costs	+ Benefits - Costs	
	Stakeholder 3	+ Benefits - Costs	+ Benefits - Costs	+ Benefits - Costs	
	Stakeholder 4	+ Benefits - Costs	+ Benefits - Costs	+ Benefits - Costs	
	<b>Bottom Line</b>	+ Benefits - Costs	+ Benefits - Costs	+ Benefits - Costs	<b>Step 3: Determine Bottom Line Effects</b>

### Steps

- Step 1: Identify those individuals or organizations, internal or external to the company, that are affected by and can affect operations (stakeholders)
- Step 2: Isolate those program impacts that affect the company's stakeholders either positively (benefit) or negatively (cost)
- Tier 1: Activities added (cost) or eliminated (benefit) due to program
  - Tier 2: Good or bad (potential) results of program
  - Tier 3: Positive or negative effects on corporate reputation (work environment, ethics, product/service quality)
- Step 3: Determine how Step 2 impacts can positively or negatively affect (drive) bottom-line outcomes (revenues, costs, mission)

Bottom Line Outcome Measures		
<p>Revenues =</p> <p># customers * # units * \$ price</p>	<p>Cost =</p> <p>Time (# staff * salaries) + Materials + Overhead + Cash Outlay</p>	<p>Social Value =</p> <ul style="list-style-type: none"> <li>• Δ in social condition (quantity x quality)</li> <li>• Socio-economic value (social costs/revenues)</li> <li>• Market value (of goods/ services used)</li> </ul>