

Stakeholders Map

SERVICE DESIGN WORKSHOP

1. INTERNAL STAKEHOLDERS

Involved in the change. The members of the organization.
For example, directors, employees, managers, ...

2. CONNECTED STAKEHOLDERS

Associated with the organization or having an economic
impact. For example, distributors, shareholders, customers,
suppliers, finance, ...

3. EXTERNAL STAKEHOLDERS

They have an impact on the organization or are interested
in it. For example, the government, the press, the media,
interest groups, local communities...

3. EXTERNAL
STAKEHOLDERS

2. CONNECTED
STAKEHOLDERS

1. INTERNAL
STAKEHOLDERS