

# How to research stakeholders

A practical method for identifying, understanding and prioritising stakeholders in aviation security.





# What is stakeholder research?

Stakeholder research examines who matters, why they matter and how they may affect security outcomes.





# Start with the research question

A clear question defines which stakeholders, relationships and evidence need to be examined.





# Define the purpose and scope

Decide what you need to understand, where the research applies and what is outside scope.





# Identify the stakeholder universe

Build a broad picture of internal, external, operational, regulatory and community stakeholders.



For professional discussion and reflection • Illustrative, not exhaustive • Apply alongside appropriate organisational risk, evidence and decision-making processes



# Clarify stakeholder roles and relationships

Establish what each stakeholder does, provides, controls, influences or depends upon.

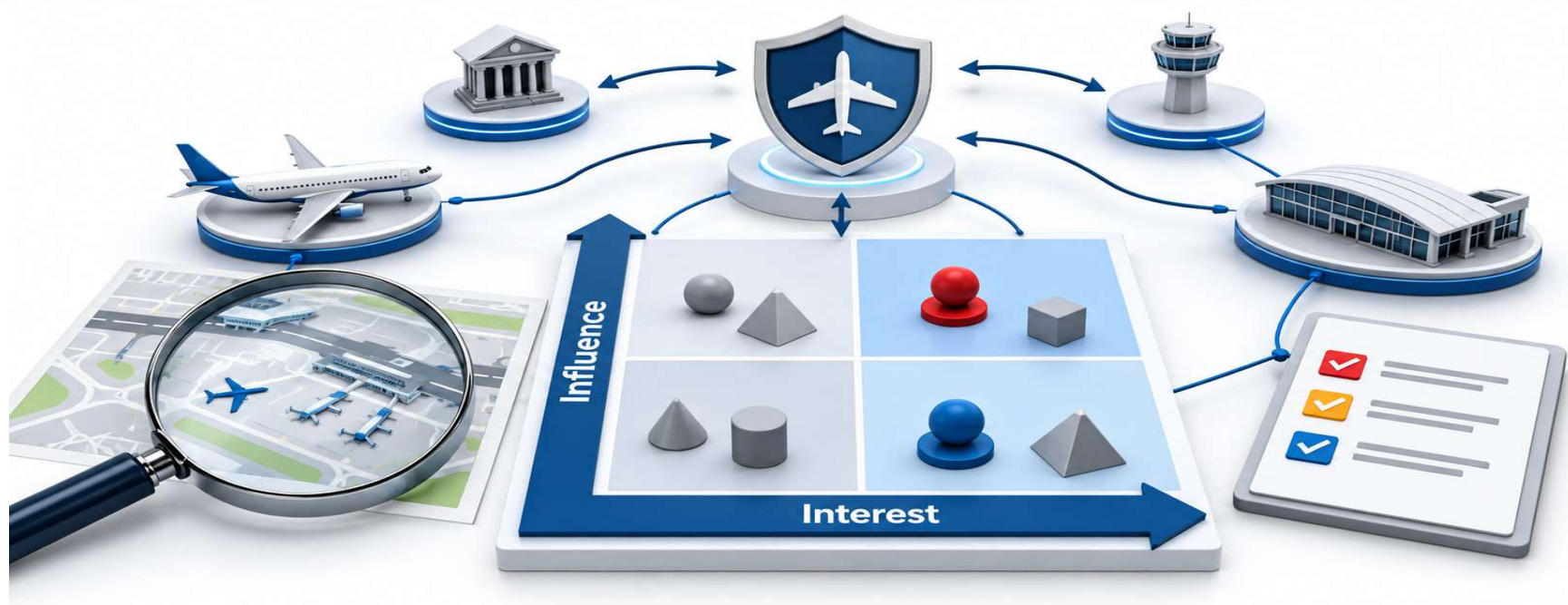


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# Map influence and interest

Examine who can affect the issue, who is affected by it and who requires active engagement.





# Research stakeholder needs and concerns

Identify expectations, interests, pressures, concerns and information requirements.



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# Examine behaviour and decision-making

Consider how stakeholders make decisions, respond to risk and act under pressure.





# Assess stakeholder information

Check the accuracy, currency, relevance and reliability of the information collected.





# Identify connections and dependencies

Map the relationships, information flows, partnerships and dependencies between stakeholders.





# Look for gaps, conflicts and change

Identify missing voices, competing interests, unresolved tensions and emerging stakeholders.





# Turn research into engagement choices

Use the findings to select proportionate communication, consultation, coordination and influence approaches.





# Stakeholder research checklist

Good research connects the question, stakeholder universe, evidence, relationships, priorities and engagement action.

