Preparation: Think about your potential stakeholder organisations and key individuals.

Materials: Flip chart and pens.

Duration: 60 minutes

Objective: To tap the ‘collective genius’ of your team and their network of contacts.

What to do: This activity has two parts, mapping and discussion. First, spend 30 minutes brainstorming and mapping the economic stakeholders in your community. Ask these questions and mind map the answers: who makes your economic policy? Who is involved in economic regeneration or sustainable development projects? What groups represent the interests of independent and/or High Street traders? Who are the major employers? Who are the secondary and further education institutions? Who are the potential allies in this work?

Want to take it a step further? After listing and mapping these organisations, relate them to one another. Create a system diagram that describes how these groups interact and influence one another.

Next, can you identify key individuals in these organisations? Whom do you know and have relationships with? Who *should* you have relationships with? Prioritise the individuals you’ve identified whom you would like to involve in this work. Profile each, in other words, identify to the extent you know their values and worldviews. Do they support the assumptions of the industrial growth? Are they proponents of ‘new economic’ thinking?

Now, for the remaining time, discuss the implications of the picture you have created. Who are the potential members of your stakeholder forum? Most likely? Most desired? How can they support the work with resources, data, expertise, influence, etc.? How will these prospective members contribute to the goals and objectives of the stakeholder forum and the long-term aims of the project, generally? How many should there be?