

Mapping Stakeholders

Ready to Govern® Resources for Political Appointees

Managing relationships is a crucial part of your role. It is important to recognize existing successful relationships with key players in the White House, the Office of Management and Budget and other federal agencies and learn to build new ones. Effective relationships ensure the impact of your contributions outlives your tenure. The following tips and worksheet will help you define and manage relationships with your stakeholders.

HOW DO YOU GET BUY-IN?

Identify and engage the stakeholders who can help to institutionalize and sustain your priorities. To be successful, first map the most important stakeholders for institutionalizing your agenda, and recognize that these relationships may evolve throughout your tenure. A high-level stakeholder map with examples of who your stakeholders might include can be found below (figure 1).

Figure 1: Stakeholder Map



*Adapted from: Mark A. Abramson, Daniel Chenok and John M. Kamensky, "Getting It Done: A Guide for Government Executives", Rowman & Littlefield, 2017

Be sure to engage career staff in all your efforts—they will continue your initiatives into the next administration. Please see our other online resources for more tips on how to engage career staff and a worksheet to help you think through the key players involved in achieving your goals: <https://presidentialtransition.org/ready-to-govern-resources/>.