

2.

## Internal Stakeholder Mapping



## 2. Internal Stakeholder Mapping

AI projects involve many different people and teams across an organisation, so it is important to map out who the project directly impacts and who has expertise that can help shape the project. Whilst it is important to keep your whole organisation informed about digital transformation projects, the goal of this worksheet is to help you to think about everyone involved, interested and influential for your project, so that you can develop a strategic engagement plan to involve key stakeholders.

### Key Internal Stakeholders

List all relevant staff

Who will benefit from the project?	
Who might be disadvantaged by this project?	
Who has the skills, knowledge and experience that can support this work? This should include those that have domain or workflow expertise, alongside technical knowledge	
Who will have concerns about the project?	
Who needs to be informed about this project and its progress?	
Who might block the project?	
Who has decision-making authority?	

Once you have listed all the people in your organisation who need to be involved in the project, divide them into two groups.

### 1. Decision Making Power

- Thinking about existing governance and management structures, who on your list of internal stakeholders will have decision making authority at any stage of the project?

List staff names here

These people become your **Oversight Group**

- By engaging all those stakeholders with decision-making power from the start of the project, you can keep them informed, identify challenges, and address concerns during the development process.
- This mechanism of engagement enables a smoother approval and adoption process and allows you to mitigate concerns at the development stage.

The Oversight Group should have:

- A chair
- Agreed terms of reference
- A fixed meeting schedule throughout the duration of the development and adoption timeline of your AI project.

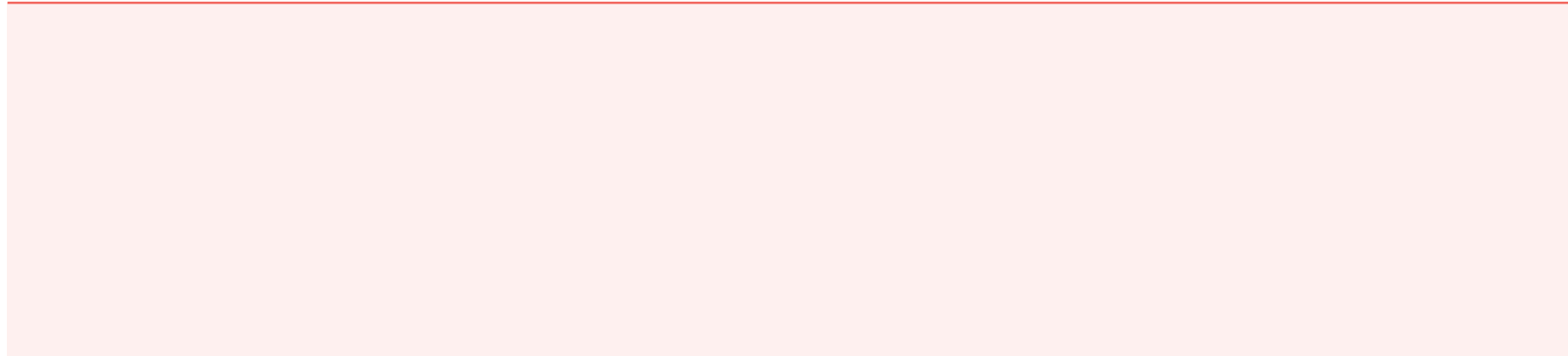
## 2. Influential Voices and Perspectives

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- This second grouping should include all those you listed that do not have decision-making power.
- This group should represent a diversity of perspectives, ideas, opinions, teams, and experiences in your organisation.
- Look at the list of names again, who is missing from the conversation?
- Share the list of names with colleagues and get feedback on who should be included.

List staff names here

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This group is your **Staff Working Group**.

- How this group meet will depend on your organisation. It could be a regular video call, in person meeting, or an email chain.
  - The key to activating this group is to create an empowering and inclusive environment. Members are not there for technical expertise, but instead they are there for their area of expertise. They know their work; they know your organisation.
  - Providing learning and development opportunities can support members to engage in conversations about what Responsible AI might look like in your organisation.
  - Think about what format works for your organisation, and create a fixed meeting format so members know what to expect and how they can contribute.
  - Members of this group are important advocates for your work, so it is essential they understand the process of digital transformation.
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