

Nemawashi Stakeholder Mapping Tool - Quick Guide

This tool helps you secure alignment and resources before key project decisions are made. Use it to map stakeholders, their pains, and the gains they care about - so you can build consensus early.

How to Use the Tool:

1. List your key stakeholders - Start with those who can approve, block, or influence project decisions.
2. Capture their pains - Note the main challenges or frustrations they face right now.
3. Capture their possible gains - Identify what they could achieve if your proposal succeeds.
4. Note their role type - Strategy, Governance, Delivery, or Business-as-Usual.
5. Use the example row as a reference for style and level of detail.

Tip: Complete this before major presentations or requests for resources. Strong preparation makes it easier to win support.

Worked Example:

Stakeholder: IT Director

Pains: Overloaded team, competing priorities

Gains: Faster delivery from better alignment, improved morale

Role Type: Strategy

Nemawashi is a Japanese term meaning 'laying the groundwork'. It refers to the process of quietly building alignment before formal decisions are made.

