

Online library of Quality,
Service Improvement
and Redesign tools

Stakeholder involvement – an overview



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The tools in this section can help you understand who the key stakeholders of your service improvement initiative are and how to engage these groups.

Involving key groups and understanding and acting on their perspectives will help to ensure that the changes are sustainable and will produce the best outcomes.

When to use this section

Stakeholder analysis should begin at the very first stage of the project to identify those who need to be immediately involved. It should be used as the scope of your project is being defined.

You will be [gaining insights from/working in partnership with health service users](#) in the 'define and scope' stage of your project, when seeking an understanding of the root causes. You can continue gathering perspectives throughout all the stages of your project. They are also particularly significant in the design and plan, testing (see [PDSA](#)) and implement stages.

It is very important that you revisit the tools – and the plans you have made as a result of using them – at regular intervals throughout the project. This will help you keep key stakeholders up to date and involved with your work and involved at the relevant stages. It will also help you complete a successful and sustainable service improvement project.

How to use it

The specific details for each of the tools can be found in the relevant sub section:

- [Stakeholder analysis](#)
- [Communications matrix](#)
- [Gaining insights from/working in partnership with health service users](#)
- [Clinical engagement](#)
- [Active listening](#)
- [Patient stories](#)
- [Public narrative](#)

When using these tools, it may be helpful to refer to the [supporting people through change](#) section of the Handbook. This will give you further insight into others' perspectives and [enabling collaboration by working with resistance](#) to help you to involve people in the most effective way.

What next?

After identifying your stakeholders at each stage of your project, you will be able to involve groups in identifying issues and deciding the actions to be taken and then engage others through communication.

This will put your service improvement project in a strong position to progress to the next stage – where you can use these same tools to make sure work is carried out in a way that will improve your chances of success.