Component	Desired Characteristics	Weighting
Context and background	• Clear understanding of the organization's internal context, including relevant history, structure/governance, and past approach to stakeholder engagement • Clear understanding of the organization's external context, including competitive and relevant macroenvironmental trends • If focusing on a specific initiative, clear understanding of the initiative and the relevant challenges and opportunities it presents	20%
Stakeholder impact analysis: table _and_ insights gained	• Stakeholder Impact Analysis (SIA) table – as complete as possible (some empty boxes OK) and logical ○ Considered from each of the stakeholder's perspectives, not just from the organization's perspective • Analysis of what the SIA table "says" (e.g. focus areas, patterns, priority stakeholders, etc.)	25%
Stakeholder map: graphic _and_ priorities	• Some form of stakeholder map – with clear indication of how stakeholders are prioritized for the organization (and its initiative, if one is being used) • Description of what the stakeholder map represents • Additional insights from the stakeholder map • Explanation if any stakeholders from SIA are not included in the map	20%
Engagement strategy	• Integrated strategy for engaging with stakeholders; evidence of consideration of how the strategy components interact with each other (e.g. are all engagements aligned with each other? any chance of unexpected interaction effects?) • Detailed approach for highest priority stakeholders • Tested against at least one or two principles from the Clarkson Principles for Stakeholder Management	25%
References and professionalism	• Proofreading! • Meets Written Assignment Standards • At least 8 distinct sources in research • Consistent APA-style citations and references list	10%