



Strengths, needs and challenges of the target groups

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Why do stakeholders matter?

- They have the power to hold the school accountable for their performance
- The decision they make have an impact on the school
- The school needs to work in partnership to achieve their goals



Step 1. Identify stakeholders

- **Who** or **which group** has an interest in the embedding of internationalisation at your school?
 - Primary & secondary stakeholders
 - Supporters & opponents
- Think about the entire project cycle!
 - One stakeholder (group) per post-it
 - Identify stakeholders as concrete as possible

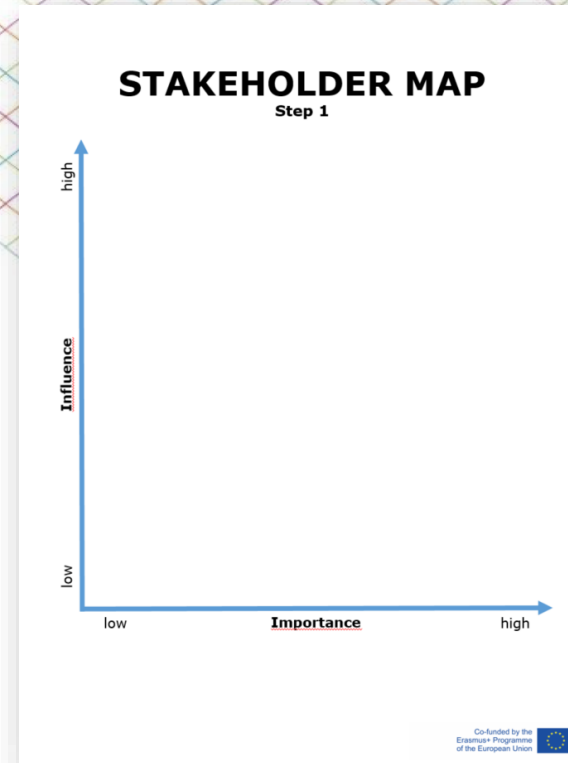


Step 2. Importance vs. Influence

1. How important is this stakeholder for your organisation?
 - either positive or negative
2. How big is the stakeholders' influence?
 - Can they contribute?
 - Can they block?
 - And how?
3. Plot stakeholders on provided map

BONUS:

What relationships can be identified between the different stakeholders? Draw a line!





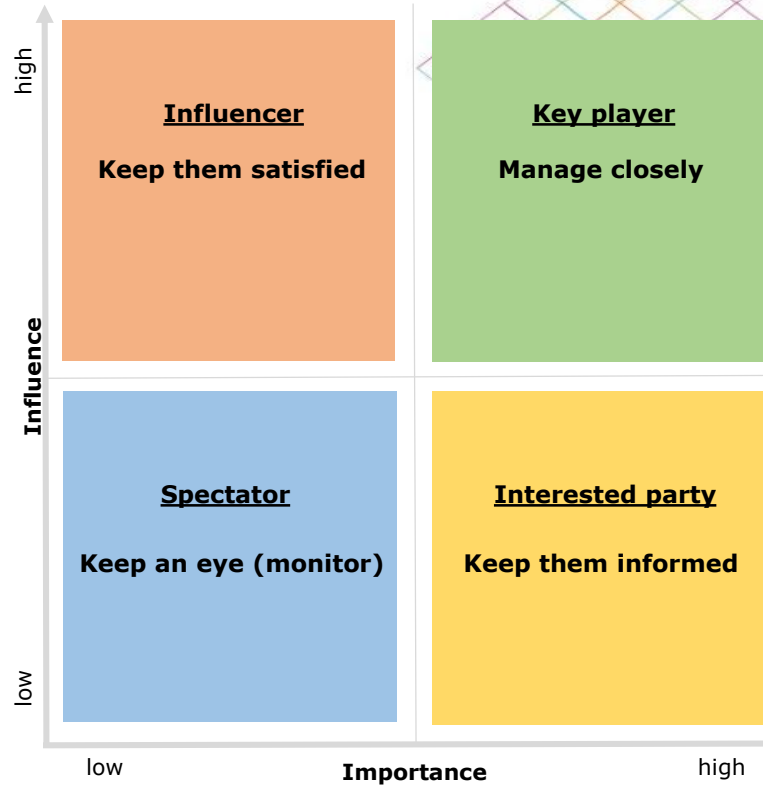
Step 3. Needs analysis

- Who are these stakeholders?
- What are their tasks and goals?
- Understand how they think

→ **Identify what each stakeholder need**



Step 4. How to manage their needs?





Discussion & evaluation

1. Which stakeholder is on strategic level?
2. In which case can internationalisation be an answer to the need?
3. In what ways can they participate in internationalisation?



List of potential (groups of) stakeholders

- Students
- Teachers (staff)
- Parents
- Directors (team / sector)
- Board of directors
- Municipality
- Government
- Employers associations
- Companies
- State advisory bodies
- Practitioners

- School inspection