

BUILDING STAKEHOLDER CONSENSUS



Does your campaign have a strong base of supporters? Yes? Great – but it doesn't end there. Now you need to make sure all your stakeholders are on the same page and have aligned interests. This is critical because you want to present a united front when you propose your solutions to the larger public and policymakers.

1

Identify the stakeholders: Determine who the key stakeholders are and what their interests and concerns are.



2

Establish a common goal: Develop a shared vision or goal that all stakeholders can agree on. This will help create a sense of unity and purpose.

3

Create open communication: Encourage open and honest communication among stakeholders. Make sure everyone has an opportunity to share their perspective and concerns.



4

Seek common ground: Look for areas of agreement and common ground among stakeholders. Focus on these areas and work to build consensus around them.

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5

Address concerns: Address any concerns or objections that stakeholders may have. Listen to their feedback and take it into consideration when developing your plan.



6

Compromise: Be willing to compromise and find solutions that satisfy the needs and interests of all stakeholders.

7

Develop a plan of action: Once a consensus has been reached, develop a plan of action that outlines the next steps and responsibilities.



Remember, building consensus is a process that requires time, patience, and a willingness to listen and compromise. It is important to remain flexible and open-minded throughout the process to ensure that everyone's needs and interests are considered.