

CONNECTING VOICES TO IMPACT

WHAT'S IN THIS ISSUE:

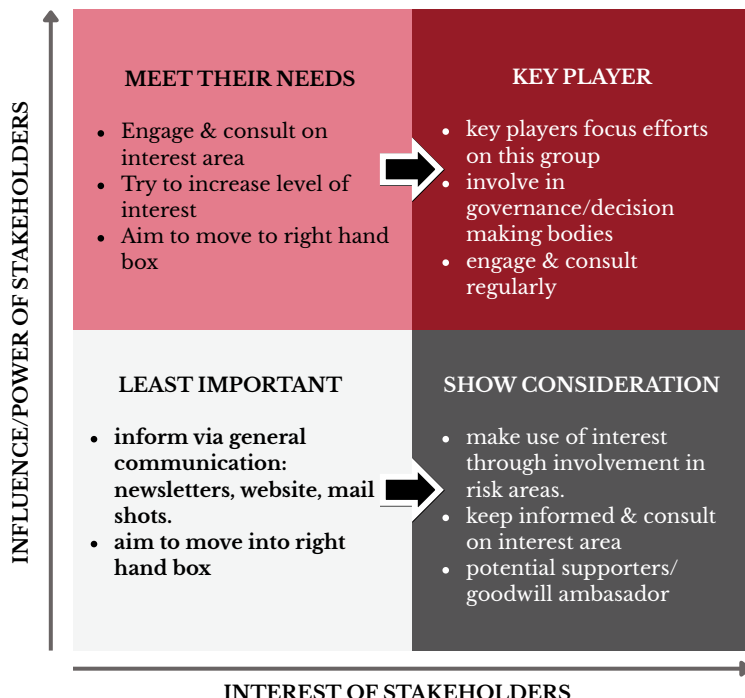
- Stakeholder Mapping
- Gender and Power Analysis
- Q2 Events

STAKEHOLDER MAPPING

Written by : Lilian Wakhutu

Senior Research Executive - PARS Research

Stakeholder mapping is a strategic process used to identify and analyze all parties involved in or affected by a project. It distinguishes between internal groups like employees and management and external groups such as customers, suppliers, beneficiaries and regulators, and categorizes them based on their degree of impact primary (directly affected) or secondary (indirectly affected). This analysis enables organizations to tailor their communication and engagement strategies, manage expectations, mitigate risks, and ultimately boost project success rates.



A key technique outlined is the Power/Interest Grid, which plots stakeholders by their ability to influence the project (power) and their level of concern (interest). This visual tool guides decision-makers on whether to manage certain stakeholders closely, keep them satisfied, ensure they are well-informed, or simply monitor them.

GENDER AND POWER ANALYSIS

Written by: Esther Mumbi
Research Executive - PARS Research

A recent study from Kenyan communities underscores the transformative role of gender and power analysis in identifying and dismantling the deep-rooted cultural, economic, and institutional barriers that perpetuate gender-based violence and limit women's leadership at community and national level. This may partly explain why the two-third gender role has not been achieved in Kenya. Gender Power Analysis systematically examines how traditional norms, economic disparities, and power imbalances and reveals not only why discriminatory practices persist but also how critical it is to deploy multi-dimensional strategies, such as mobilizing faith and traditional leaders, empowering women-led organizations, and enhancing stakeholder collaboration to drive meaningful social change and promote gender justice. This evidence-based approach is essential for crafting interventions that truly address these asymmetries and pave the way for a more inclusive, equitable society.

Q2 Events

The second quarter showcased a vibrant blend of professional growth and team bonding. We kicked off with a festive staff birthday celebrations.



Mental Health Talk

Employees also attended an insightful health talk, reinforcing our commitment to well-being and workplace wellness.

