# **How To Conduct a Stakeholder Analysis**

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| Introduction | A stakeholder analysis identifies and assesses the importance of key people or groups that may significantly influence the success of a project. |

**STAKEHOLDER ANALYSIS**

1. Identify the people or groups who have an interest or stake in the project.

* Who will affect or be affected by the project?
* Who has an interest in the success or failure of the project?
* Who has influence or power over the project work?
* Examples may include both organizations and people:
* Your boss
* Senior executives
* Your coworkers
* Your project team
* Users (internal and external)
* Vendors
* The community

1. Identify the particular interest/s of each stakeholder

* What are the benefits to the stakeholder?
* What changes will the project require the stakeholder to make?
* What project activities might cause damage or conflict for the stakeholder?

1. How impactful or powerful is this stakeholder?

* Does s/he have a large span of management control?
* Are other stakeholders influenced by her/him?
* Does s/he control or influence the funding or timeline for your project?

1. After completing the Stakeholder analysis, the stakeholders will fit into a range of categories. At the extremes, these categories are:

* **High Power, High Interest (A, A)**: These stakeholders will be promoters of the project and the relationship with them must be managed closely. They have interests that are extremely important and their support for the project is very high.
* **High Power, Low Interest (A, C)**: These stakeholders must be engaged enough to keep them highly satisfied, but not so much that they become bored with your message.
* **Low Power, Low Interest (C, C)**: These stakeholders need to be monitored with only minimum effort. Don’t bore them with excessive communication.
* **Low Power, High Interest (C, A)**: These stakeholders need only to be kept informed, but communicate with them to ensure that no major issues are arising. These people can often be very helpful with the detail of your project.

**STRATEGY FOR OBTAINING SUPPORT OR REDUCING OPPOSITION**

1. Determine a strategy for each stakeholder to gain their support or reduce opposition:

* Are there groups or individuals who influence the stakeholder?
* Is it important to involve the stakeholder in the planning process?
* Will early inclusion increase support?
* How should the stakeholder be approached?

1. What information does the stakeholder need to receive in order for the strategy to succeed?
2. How should the stakeholder receive the information? What delivery method is most useful?

* Should the information be communicated directly to the stakeholder or indirectly through an influencer?
* Methods include: face-to-face meetings, phone calls, email, status reports, etc.

1. How often should the stakeholder receive the communication?

* Should the communication occur in intervals or more frequently?
* Is the communication tied to milestones, schedule events, status reports, or meeting schedules?

If it’s helpful to the project team, plot out the stakeholders on the Power/Interest grid:

