# Stakeholder Analysis

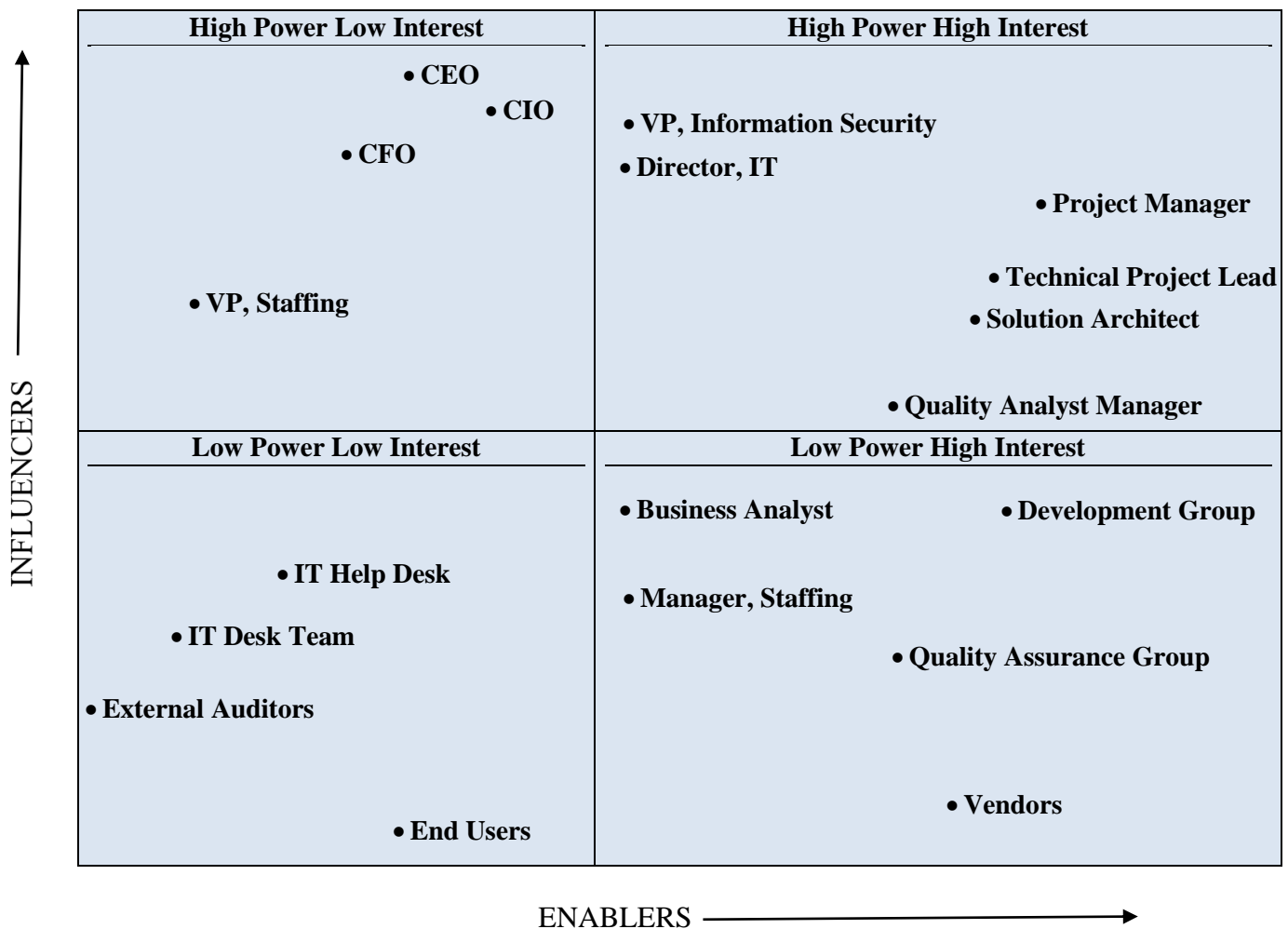***Project Title:***      LongHorn Bank Web Application Consolidation
***Project ID:***      123456
***Date Prepared:***      02/22/2017

## Stakeholder Analysis Matrix

INFLUENCERS

| High Power Low Interest | High Power High Interest |
|---|---|
| • CEO<br>• CIO<br>• CFO<br><br>• VP, Staffing | • VP, Information Security<br>• Director, IT<br>• Project Manager<br>• Technical Project Lead<br>• Solution Architect<br>• Quality Analyst Manager |
| Low Power Low Interest | Low Power High Interest |
| • IT Help Desk<br>• IT Desk Team<br>• External Auditors<br>• End Users | • Business Analyst    • Development Group<br>• Manager, Staffing<br>• Quality Assurance Group<br>• Vendors |

ENABLERS ⟶

# Stakeholder Analysis Table

| Stakeholder Name | Organization | Role on Project | Level of Influence | Level of Interest | Unique Facts | Strategy for engaging the stakeholder |
|---|---|---|---|---|---|---|
| *Denzel Colorado* | *Chief Executive Officer* | *Steering Committee* | *High* | *Medium* | *Very demanding, pays attention to details, expects to informed timely about progress* | *Arrange weekly meeting to keep abreast of project progress.* |
| *Selma Hike* | *Chief Finance Officer* | *Steering Committee* | *High* | *Medium* | *Not interested in technical details. Just finances and profitability would be achieved* | *Achieving a profit margin of 11% in this project is aggressive. Update biweekly about cost targets' progress.* |
| *Jason Baboa* | *Chief Information Officer* | *Steering Committee* | *High* | *Medium* | *PhD in information systems. Gets into technical details.* | *Present elaborate technical architecture plans.* |
| *Al Machino* | *Vice President, Staffing* | *Staffing Team* | *High* | *Low* | *Speaks Italian well. Loves to party and interact with people.* | *Invite in every team outing. Keep updated timely about human resource requirement.* |
| *Robert Williams* | *Vice President, Information Security* | *Information Security* | *High* | *High* | *Masters in Information Security. Pays attention to details. Is not easily convinced over use of new software.* | *Document information security reports before employing new tools into system.* |
| *Tim Hanks* | *Director, IT* | *Project Sponsor* | *High* | *High* | *Highly energetic person. Expects to be updated about progress timely.* | *Arrange project get together every month and invite him over.* |

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|---|---|---|---|---|---|---|
| Mattis Daemon | Manager, PM | Project Manager | Medium | High | Likes team outings. Highly dedicated and hard working. | Manages finances for team events to keep team motivated. |
| Tommy Cruz | Manager, Technology | Technical Project Lead | Medium | High | Has joined the company recently. Is not aware much of company's culture and new project. | Get Tommy involved in the project early and demonstrate why this project is important to the company. |
| Development Group | N/A | System Developers | Low | High | Mix group of technologist in terms of experience of new tools. | Ensure knowledge transfer sessions for inexperience developers. |
| Quality Assurance Group | N/A | Quality Assurance | Low | Medium | Experienced people, but not much experienced on new responsive technologies. Allocated on another project too, so there may be bandwidth issues. | Apprise them of any change requests way in advance. |
| End Users | Bank Employees | Systems Users | Low | Low | Most of the people are used to existing systems. Not comfortable with change in the systems. | Rollout teasers before new application's launch to excite users. Inform about benefits of new systems. |