## Stakeholder Analysis

***Project Title:*** LongHorn Bank Web Application Consolidation

***Project ID:*** 123456

***Date Prepared:*** 02/22/2017

Stakeholder Analysis Matrix



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