



PROJECT STAKEHOLDER MATRIX

Project Name	Project ID	Project Manager
Design, Manufacture and Installation of Total Torque Station	MAP-704206	Alonso González
Business Process Owner	Project Sponsor	Project Executive Sponsor
Magna Powertrain	DIMEP	Fernanda Ruiz

Stakeholder	Department/Company	Function/Role	Priority (H, M, L)	Interest/Need	Impact
<i>Who are the individuals that will be positively or negatively affected by the project results?</i>	<i>Who are the entities that will be positively or negatively affected by the project results?</i>	<i>What is the function or role of the stakeholder?</i>	<i>How important is the stakeholder's interests and needs to the project?</i>	<i>What are the interests and needs of the identified stakeholder in relation to the project results?</i>	<i>What impact does the result of the project have on the identified stakeholder? (negative or positive)</i>
Alonso González, Fernanda Ruiz	DIMEP	Owners	H	Business grow, professional development.	Positive
Liliana Gaytan	DIMEP	Owners Employee: Administration	M	Professional development.	Positive

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Carlos Franco	Designer	Supplier: Design	H	Business grow, professional development.	Positive
David Romero	Seficon	Supplier: Contability	L	Business grow, professional development.	Positive
Ramiro	Automaq	Supplier Owner: Manufacture	H	Business grow, professional development.	Positive
Manuel	Automaq	Supplier Employee: Manufacture	H	Professional development.	Positive
Salvador	Automaq	Supplier Employee: Manufacture	H	Professional development.	Positive
Ivan Romero	Magna	Customer: Purchasing	H	Professional development.	Positive
José Reyna	Magna	Customer: End user	H	Professional development.	Positive
Francisco	Risoul	Supplier: sales	H	Professional development.	Positive
Mide Bien	HBM	Supplier: sales	H	Professional development.	Positive

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Alan de los Santos	Keyence	Supplier: sales	H	Professional development.	Positive
Oscar Parra	SMC	Supplier: sales	H	Professional development.	Positive
Ciria Zamora	Sensortrol	Supplier: sales	H	Professional development.	Positive

## Conducting a Stakeholder Analysis:

Projects are influenced by many people. Their different interests, perspectives, objectives and other characteristics play a role in the process of planning and executing a project. It has been a frequent experience in projects that influential groups were not sufficiently considered in the planning; and hence cause disturbances to the project's implementation. So, it is usually necessary and expedient to consider all stakeholders in a project during the project's initiating and planning processes.

The stakeholder analysis is an analysis of the problems, fears, interests, expectations, restrictions and potentials of all important groups, organizations and institutions, agencies, other projects and individuals who have influence upon or are affected by the project. Key stakeholders to be involved in the initiating and planning process should be: those who are able to contribute to questions that need answers, and those who need to be involved in making decisions.

To help decide who the stakeholders are, certain questions may be considered:

- Who will be positively or negatively impacted by the result of the project?
- Who should be involved in this project?
- What background and expertise may be required?
- Who are the key individuals or organizations that will contribute to the projects' success?