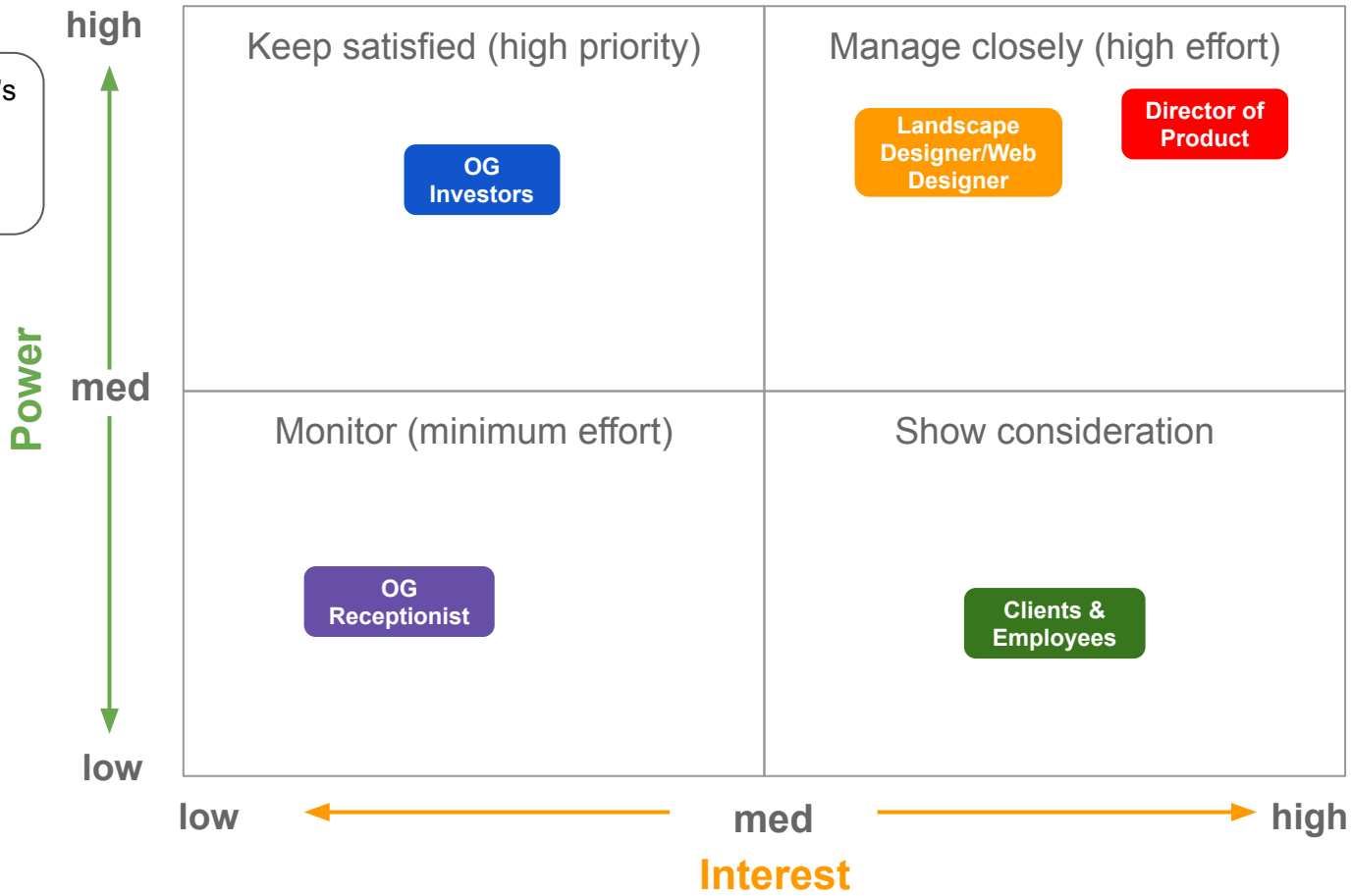
Understanding stakeholders (stakeholder analysis)

Stakeholder	Role (Related to project)	Involvement	Impact	Power or Influence (H/M/L)	Interest (H/M/L)	Engagement
Director of Product (Project Sponsor)	Project sponsor	Provides high-level guidance, approves key decisions, allocates resources, and advocates for the project across leadership.	Strongly invested in project success; positive impact if Plant Pals performs well. Unlikely to resist since they are the sponsor.	H	H	**Manage closely** → Frequent updates (weekly or more), involve in major decisions, regular status reports.
Landscape Designer/Web Designer	Project team member	Contributes design expertise (landscape + web), provides knowledge of plants, leverages strong internal relationships to coordinate with other teams.	May feel their Landscape Designer role could be reduced or changed if Plant Pals shifts focus to new services. Could resist if role security is threatened.	M	H	**Show consideration / Manage closely** → Regular check-ins, invite input, include in design discussions, address role concerns directly.
Existing Clients & Employees:	Office Green customer	Offer feedback on Plant Pals service, participate in testing/pilots, share insights on customer experience to guide improvements.	Those interested will benefit from a new service and improved experience. Lower-interest clients unlikely to resist unless it disrupts current services.	M	M	**Show consideration (Keep informed)** → Gather feedback through surveys/pilots, provide updates on service improvements, periodic communication.
Office Green's Investors	Secondary stakeholder	Provide financial backing, expect updates on project progress and business impact, act as a source of	Positive impact if Plant Pals strengthens profitability. No resistance expected at this stage since involvement is	H	L	**Keep satisfied** → Share periodic performance updates (monthly/quarterly), emphasize business value

Prioritizing stakeholders (power grid)

Drag each stakeholder's box to the appropriate place on the power-interest grid



EXAMPLE

Prioritizing stakeholders (power grid)

Pro tip: You can move stakeholders higher or lower (or more to the left or right) within each box

Director of Product

Landscape Designer/Web Designer

Clients & Employees

OG Investors

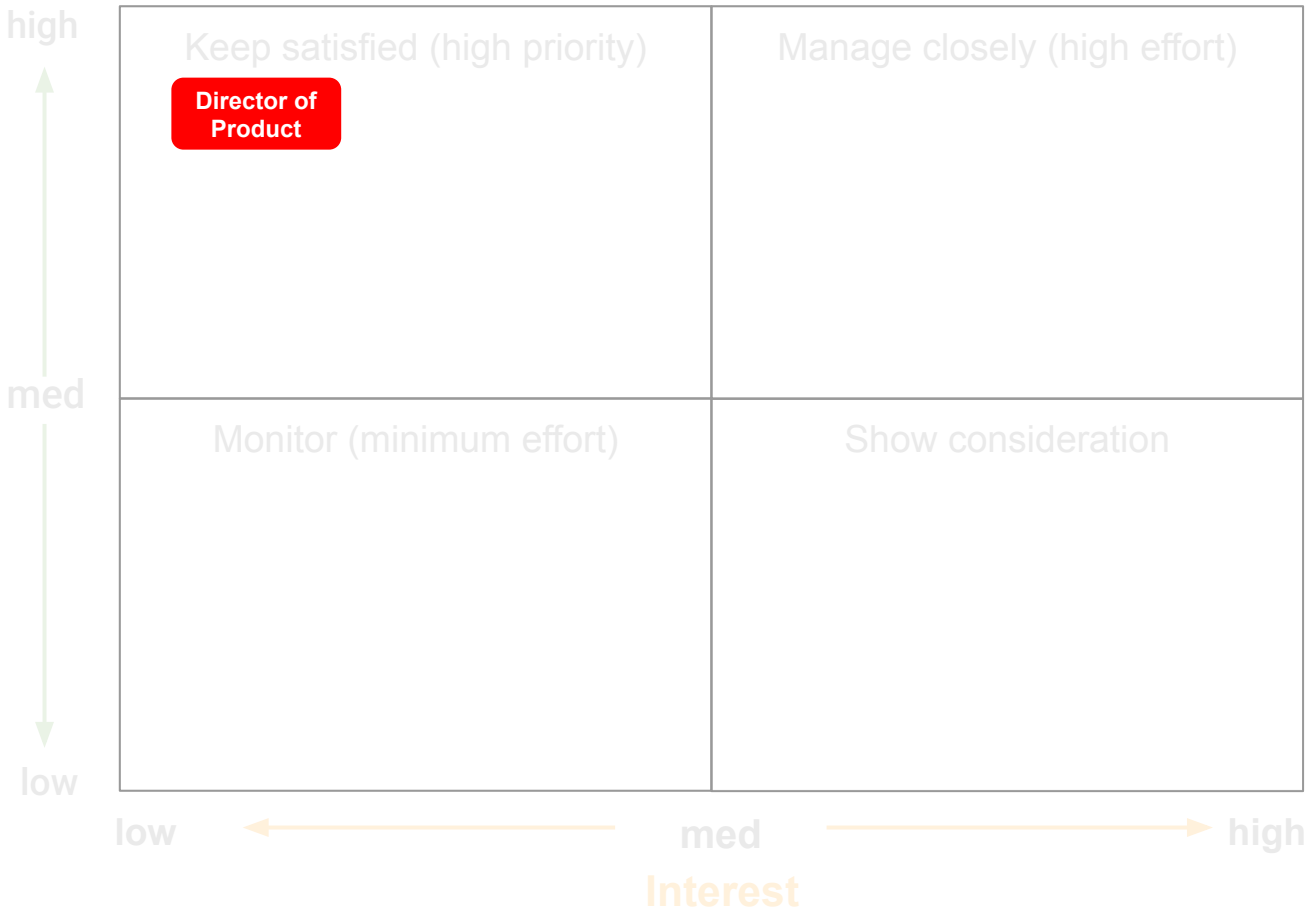
OG Receptionist

EXAMPLE

Prioritizing stakeholders (power grid)

Pro tip: You can move stakeholders higher or lower (or more to the left or right) within each box

- Director of Product
- Landscape Designer/Web Designer
- Clients & Employees
- OG Investors
- OG Receptionist



EXAMPLE

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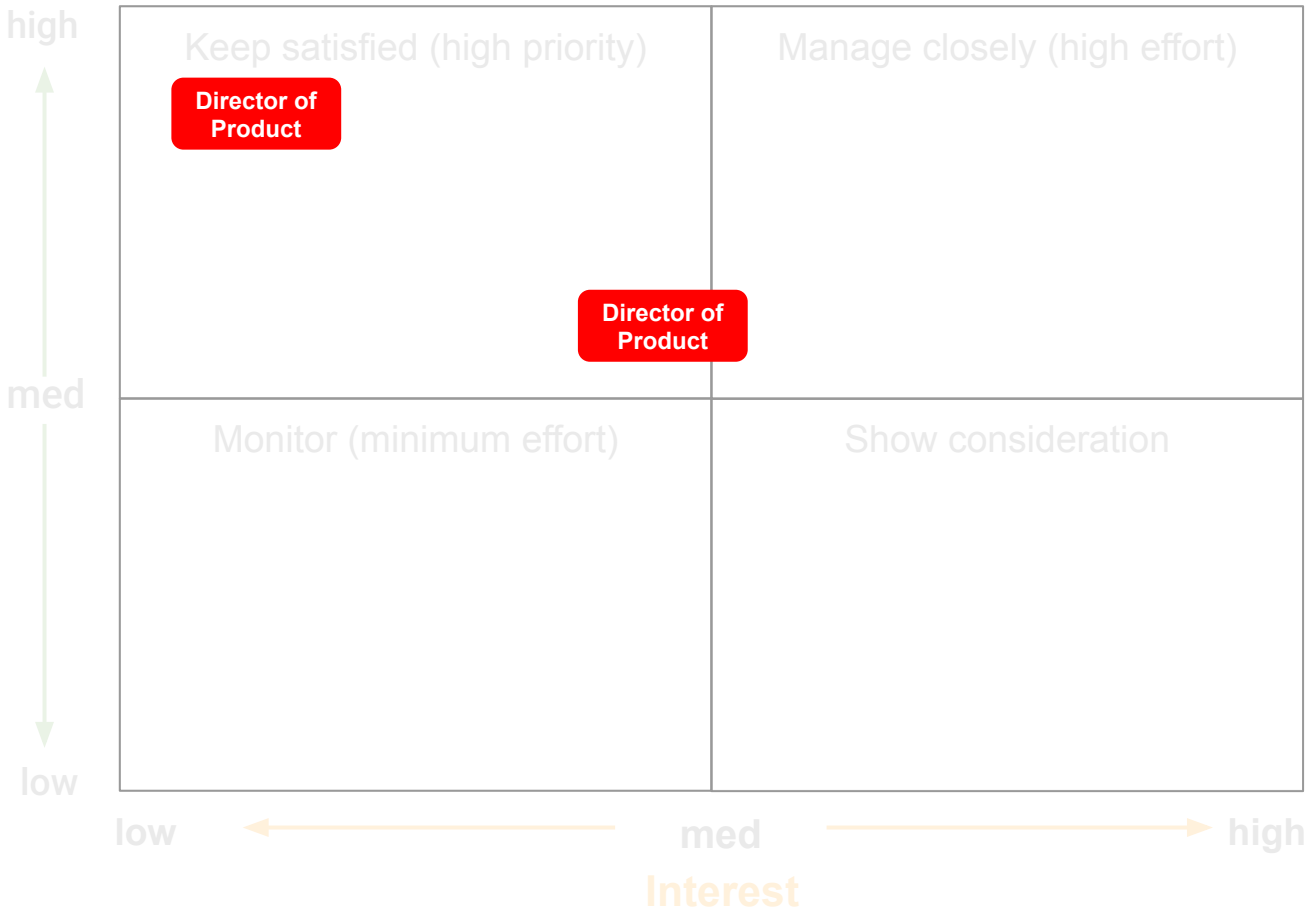
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