

Stakeholder Analysis

Exhibits from the article

Reference Material: Stakeholder Analysis: Pivotal Practice to Project
Success | PMI

Exhibit 1. Example of Stakeholder Analysis Context Diagram

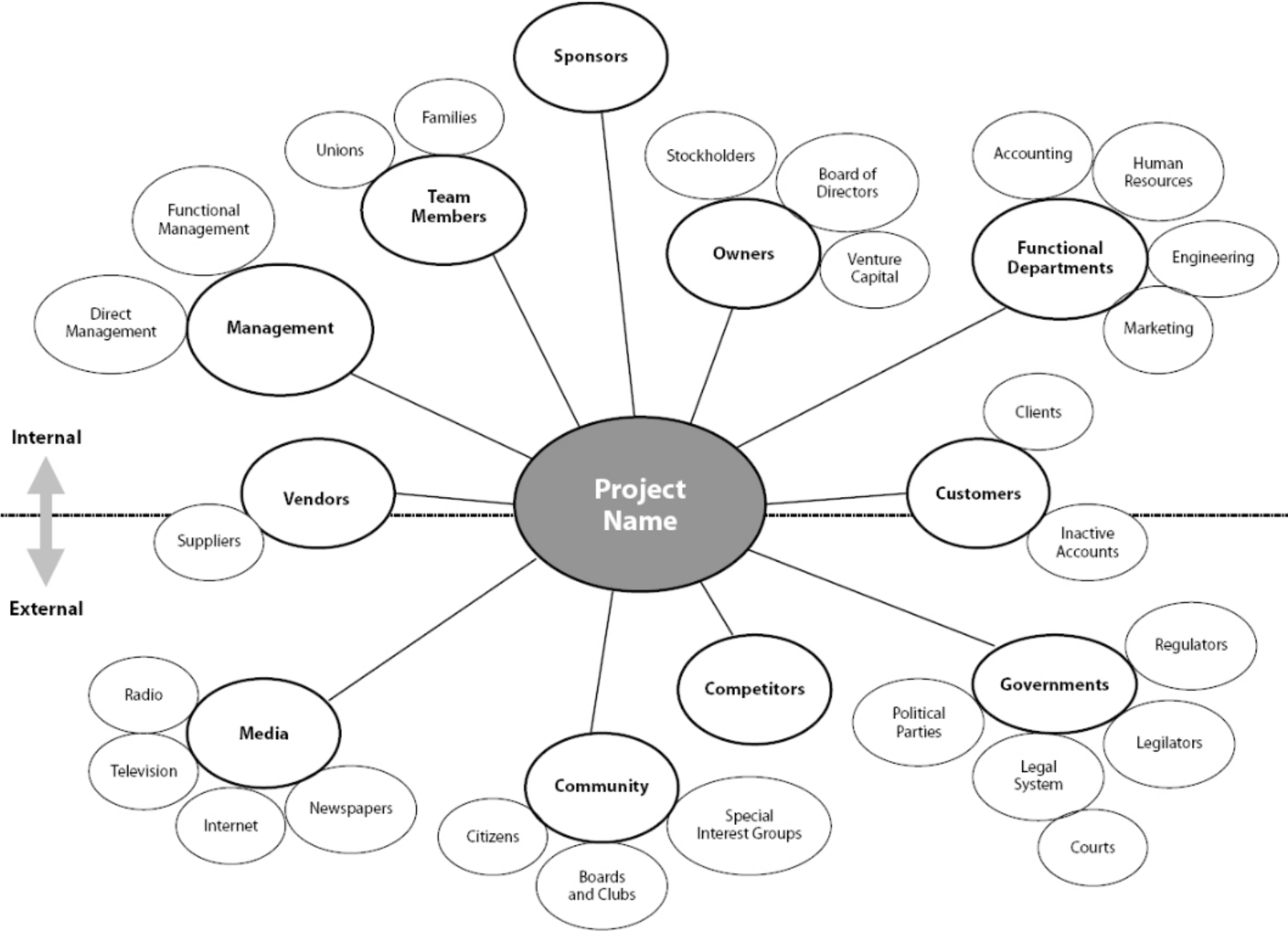


Exhibit 2. Stakeholder Interest and Impact Table

		Stakeholder	Interests	Estimated Project Impact	Estimated Priority
Primary		Owner	Achieve targets Liability (avoid at all costs) Increase sales margin	Med + High - Med +	1
		Sponsor	Successfully addresses needs of adjunct customer Appears competent among peers Provides new market to expand ventures	Low + Low - Med +	3
		Team Memebbers	New product excitement Demand end-of-year bonus Retain and expand skill level Strike (if basic demands aren't met with new process)	Med + ? Med + High -	2
		Project Manager			
Secondary					

Exhibit 3. Interest-Influence Classification

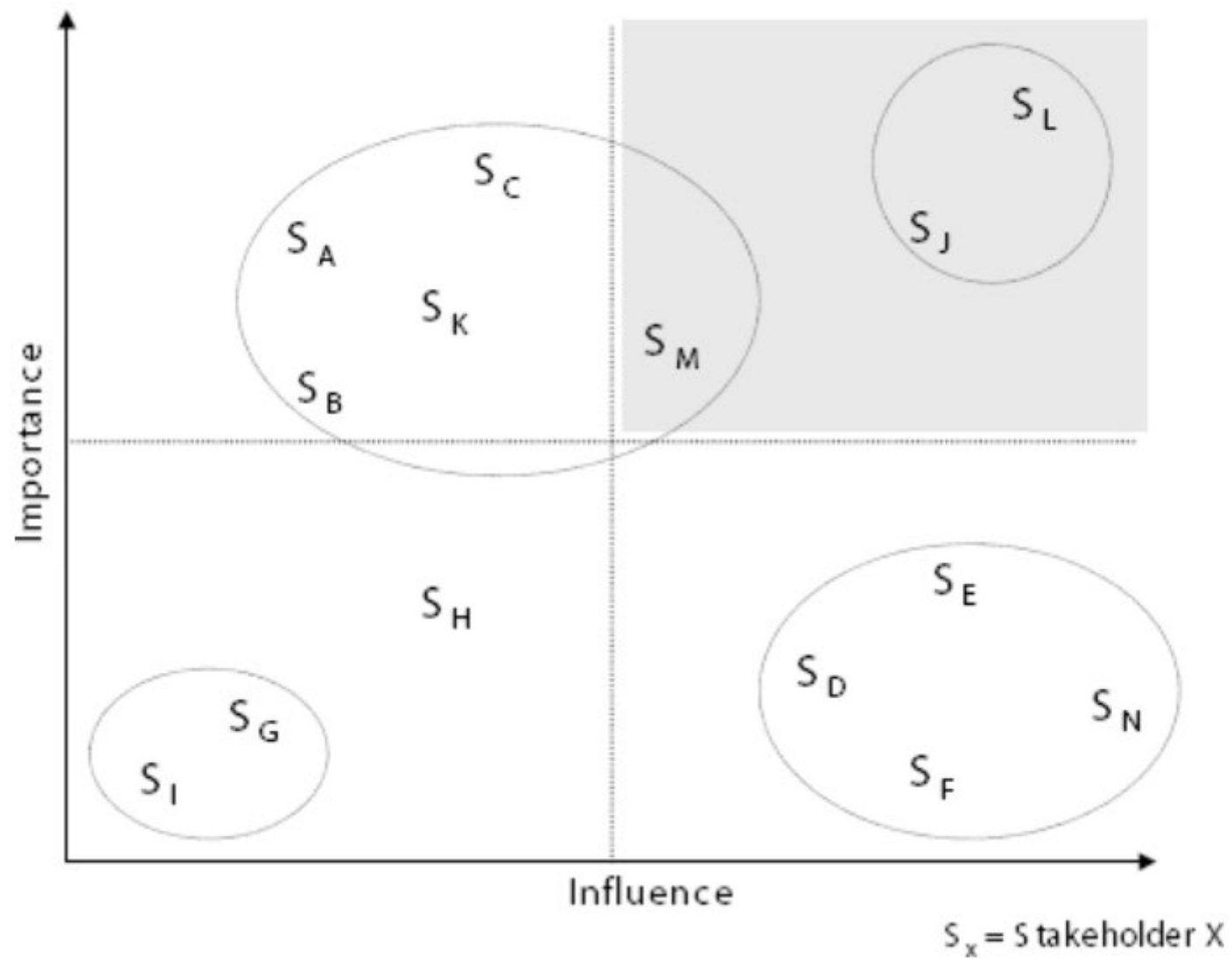


Exhibit 4. Interest-Influence Classification

Stakeholder	Estimated Project Influence	Estimated Project Importance	Assumptions and Risks
Owner	Low (2)	High (9)	Providing all the resources, but don't appear to have specific requirements.
Sponsor	High (10)	Medium (6)	We don't really know if the funding in the out years will continue. Has the propensity to change mind at any moment.
Team Members	Low (3)	Medium (5)	Appear to be happy with new process and systems equipment. Strike threats supposedly have decreased. Received numerous requests for additional training.
Project Manager			

Exhibit 5. Stakeholder Participation Matrix

		<i>Type of Participation</i>			
		Inform	Consult	Partnership	Control
<i>Stage in Lifecycle</i>	Initiation <i>Identification</i>	S _A S _H	S _C	S _I S _E	S _D
	Planning	S _K	S _B	S _J	
	Execution <i>Implementation</i>	S _M	S _F	S _N	S _G
	Controlling <i>Monitoring and Evaluation</i>			S _L	S _O
	Closing		S _D		S _A

S_x = Stakeholder X

Exhibit 6. Case Study A

Where's the Customer?

