

Task #09 - Stakeholder Mapping

1. Introduction

Stakeholder mapping is a critical process in project management, helping to identify, analyze, and manage individuals or groups affected by a project. By understanding their interests and influence, teams can improve communication, align expectations, and mitigate risks.

2. Why is Stakeholder Mapping Important?

- Identifies key stakeholders who can impact project success.
- Helps prioritize stakeholders based on their level of influence.
- Enables better communication strategies for engagement.
- Reduces project risks and ensures alignment of goals.

3. Stakeholder Mapping Process

Step 1: Identify Stakeholders

- Internal: Project Team, Executives, Employees.
- External: Customers, Suppliers, Regulators, Investors.
- Indirect: Media, Competitors, Public.

Step 2: Categorize Using the Power-Interest Matrix

1. High Power High Interest: Manage Closely (Executives, Investors).
2. High Power Low Interest: Keep Satisfied (Regulators, Suppliers).
3. Low Power High Interest: Keep Informed (Employees, Customers).
4. Low Power Low Interest: Monitor (Media, Public).

Step 3: Develop an Engagement Strategy

- Regular reports and meetings for key stakeholders.
- Policy updates and compliance reviews for regulators.
- Customer engagement initiatives and feedback collection.
- Media monitoring and public relations efforts.

[illegible]