

Stakeholder Analysis

Identifying Stakeholders

Internal Stakeholders	External Stakeholders
Product Owner	Director of Coaching
Development Team	End users (admin)
Scrum Master	Altona Gators Basketball Club Management
AL-red team	Club sponsors
The University of Melbourne	Other Basketball Clubs

Stakeholder	Influence	Impact	Current Engagement	Potential Management Strategy
Product Owner	High	High	Daily stand-ups	Maintain open communication, provide regular updates
Development Team	High	High	Daily stand-ups	Involve in decision-making, provide necessary resources
Scrum Master	Medium	High	Daily stand-ups	Provide necessary support, facilitate team communication
AL-red team	High	High	Regular meetings	Provide necessary resources, involve in decision-making, open communication, seek agreement.
The University of Melbourne	Medium	High	Regular updates	Keep informed about progress, seek help and feedback when necessary
Director of Coaching	High	High	Regular updates	Maintain open communication, involve in decision-making
End users (Admin)	Medium	High	No engagement	Monitor for potential impact, communicate when necessary
Altona Gators Basketball Club Management	Low	Medium	No engagement	Monitor for potential impact, communicate when necessary
Club sponsors	Low	Medium	No engagement	Monitor for potential impact, communicate when necessary
Other Basketball Clubs	Low	Low	No engagement	Monitor for potential impact, communicate when necessary