

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	High-level decisions, serves a team resource.	Wants the project to succeed.	H	M	Communicate regularly, not daily. Give updates and ask questions.
Landscape Designer/Web Designer	Project team member	Knowledge about website design, good relationship with OG employees.	Invested in the project as a team member. Possible resistance if Landscape Designer role is affected.	H	M	Communicate daily as project team member.
Existing Clients and Employees	Office Green Customer	Can give feedback on the customer experience.	Some highly interested, others less so.	M	M	Communicate as needed to inform and get feedback.
Office Green's Investors	Secondary stakeholder	Financial support.	Little impact at present. Project could affect their investment if it affects Office Green's performance.	M	L	Not directly involved. Keep update on progress and performance.
Office Green Receptionist	Office Green employee	Answers questions about the service.	Little impact on their role. No resistance.	L	L	Not directly involved, but should be updated.

Prioritizing stakeholders (power grid)

