

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 decision maker Team resource	Wants project success No resistance	H	M	Regular communication, but not daily. Ask questions and give updates.
Landscape/Web Designer	Project Team Member	Knowledge of website design and plants; strong relationships with OG employees	Invested in the project as a team member. Possible resistance if Landscape Designer role is affected.	H	H	Communicate daily as project team member
Existing clients and their employees	Office Green Customer	Can give feedback on the customer experience	Some highly interested; others less so. Resistance only if Plant Pals affects main product line.	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 updated on progress and performance.
Office Green's Receptionist	Office Green Employee	Answers questions about the service after launch	Little impact on their role. No resistance.	L	L	Not directly involved, but should be updated before launch

Prioritizing stakeholders (power grid)

