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 making, resource and support	Invested in the project outcome but not in day-to-day operations	H	M	High-level summaries for decision making approval, periodic reports
Landscape/web designer	Team member	Daily operations and technical skills contributor	Might resist change in their roles after a service upgrade, and influence other stakeholders	H	H	Well informed, decision-making process, frequent communication
Existing clients & their employees	Customer	Provide feedback once project is launched	Core of the project, some will be interested and others not according to their interests	M	M	Regular update on progress, consider their feedback
Investors	Secondary stakeholder	Not directly involved at any point	Unlikely to oppose at this stage	L	M	Regular update on progress, consider their feedback
Receptionists at Green Office	Office Green employee	Not involved until after project launch	Important for the communication with clients but not major concerns	L	L	General communication and minimal engagement