

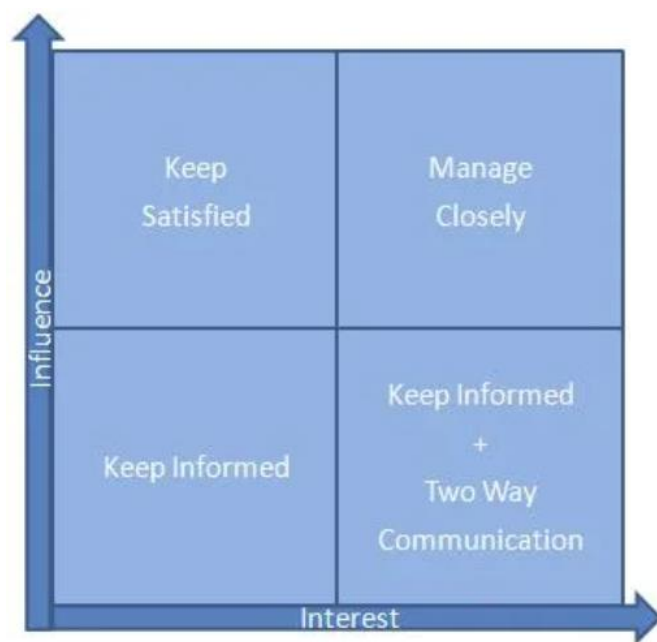
Stakeholder Analysis Tool

Stakeholder related concepts.

Stakeholders refer to individuals and groups that affect organizational behaviour and the realization of organizational goals, or are affected by the realization of organizational goals and their processes. Stakeholder analysis is the process of determining the level of engagement, interest, and influence of key stakeholders. Stakeholder analysis is used to leverage the support of key people and purposefully align project teams with broader organizational goals. This analysis can also be used to address potential sources of conflict before the project begins.

Stakeholder Map

Stakeholder maps give us a way to group stakeholders together so we can think about managing them as groups rather than individuals. This is very important in a large project as they will have hundreds of thousands or even thousands of people involved or interested in the project so that you as a project manager don't get bogged down in day-to-day stakeholder management during the project. execution of the program. The stakeholder map has two axes. On the horizontal level, we have "interest", which represents the level of personal interest in the item. It usually depends on how the project will affect them or their organization, or how much they will invest in the project. On the vertical axis, we have "influence", which represents the level of influence or power an individual has in shaping the project and its direction.



Stakeholder Classification

There are ten main types of stakeholders according to the type of work:

1. Suppliers

A supplier is a person or business that sells goods to your business and relies on you for revenue.

2. Owners

Shareholders Stakeholders are the owners of the business who provide capital or equity to the business and have a say in how the business operates.

3. Investors

Investors can be outside suppliers and have the right to obtain financial information.

4. Creditors

Creditors may have a strong interest in the value of the company.

5. Communities

The business function within it can be thought of as another kind of community of stakeholders.

6. Trade unions

A union is an organization of workers in a particular industry that ensures improved wages, benefits and safe working conditions.

7. Employees

Employees have a direct stake in the company and they interact directly with customers and support the business.

8. Government

Government agencies can also be considered as key business stakeholders.

9. Customers

The customer is the person who buys the product, and the various departments want to buy the product of good quality but fair price.

10. Media

Every business needs a media distribution relationship to spread its brand message.

According to the stakeholder map classification, all relevant stakeholders can be divided into four categories:

- High power, highly interested people (Manage Closely)
- High power, less interested people (Keep Satisfied)
- Low power, highly interested people (Keep Informed)
- Low power, less interested people (Monitor)

Stakeholder Tool Design

According to the stakeholder map, a stakeholder analysis tool is designed through the Fuzzy logic toolbox and APP designer of MATLAB.

The screenshot shows a MATLAB App Designer interface for a stakeholder analysis tool. It features a 'Stakeholder' text area with an introductory paragraph. Below it is a 'Hint' section with a scrollable list of instructions. The main input area includes a 'Main' text field, a 'Compare' text field, and two numeric input fields labeled 'Main-number' and 'Compare-number', both currently set to 0. A 'Run' button is positioned to the right of the numeric inputs. At the bottom, there is a large 'Result' text area for displaying the output.

Stakeholder Stakeholder mapping is an exercise to help you determine who your stakeholders are and how much engagement, communication or consideration they need. By mapping and prioritizing your stakeholders, you can focus your attention in the most impactful way.

Hint Aim is a goal, to judge how relevant with other units.
Main: Setting the basic type
Compare: Setting the comparison type
Influence level : range from 0 to 1.
Interest level : range from 0 to 1.

Main

Compare

Main-number

Compare-number

Result

The user interface is shown above. Features a brief introduction to stakeholders and how to enter data.

Main text area is If you want to learn about the stakeholders of the company, you can enter the company in this field.

Compare text area is If you want to know how relevant a bank is to your company and where you can be on the stakeholder map, you can enter the bank in this text box.

The results text area will output the result, degree of influence, and degree of interest.

The Main-number text area and Compare-number text area are used for better analysis and assigns fixed values to each type of stakeholder. The results for these two areas are automatically displayed without additional input.

Case

Stakeholder

Stakeholder mapping is an exercise to help you determine who your stakeholders are and how much engagement, communication or consideration they need. By mapping and prioritizing your stakeholders, you can focus your attention in the most impactful way.

Hint

Aim is a goal, to judge how relevant with other units.
Main: Setting the basic type
Compare: Setting the comparison type
Influence level : range from 0 to 1.
Interest level : range from 0 to 1.

Main

customer

Compare

bank

Main-number

0.9

Compare-number

0.1

Run

Result

bank and customer are Low interest and Low influence, Minimal Contact, Essential Information

For example, entering "customer" in the Main text area and "bank" in the compare text area means that you want to analyse the interest-related relationship between customer and banks. The Main-number text area and the Compare-number text area display the values that we have automatically assigned. Output the results in the results area. The results show that there is low interest and low influence between the two.