

Business Tools for Career Readiness



Project Management: The Basics for Success Module 1



with Rob Stone, M.Ed., PMP

Stakeholder Analysis

A technique of systematically gathering and analyzing quantitative and qualitative information to determine whose interests should be taken into account throughout the project

Example Project

Project: Remodel and expand the current sports stadium on a university campus.

The project will include:

- installing new turf
- putting in all new lighting
- adding 28% more seats
- constructing a new parking lot
- installing a new score board

Stakeholder Analysis Matrix

Stakeholder Analysis Matrix			
Stakeholder: <i>Name and Contact Information</i>	Stakeholders Interest in the Project	Assessment of Impact: <i>(Interest, Power)</i>	Potential Strategies for Gaining Support or Reducing Obstacles
		<div> <div> HIGH (P) </div> <div> <div></div> <div></div> <div></div> <div></div> </div> <div> Low (I) HIGH </div> </div>	
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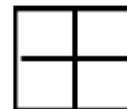
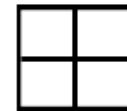
Based on Chart 10-5, Stakeholder Analysis Matrix ©2008 Project Management Institute.
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Home owners along the street		<div> <div> HIGH (P) </div> <div> <div> <div></div> <div></div> <div></div> <div></div> </div> <div> Low (I) HIGH </div> </div> </div>	
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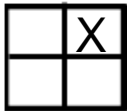


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Home owners along the street	<ul style="list-style-type: none"> • Slower traffic • Not be inconvenienced 	<p>HIGH (P)</p>  <p>Low (I) HIGH</p>	
		<p>HIGH (P)</p>  <p>Low (I) HIGH</p>	
		<p>HIGH (P)</p>  <p>Low (I) HIGH</p>	

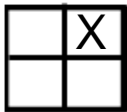
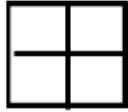

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		<p>HIGH (P)</p>  <p>Low (I) HIGH</p>	
		<p>HIGH (P)</p>  <p>Low (I) HIGH</p>	

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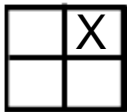
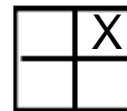
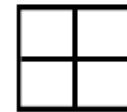
Let's add another Stakeholder

The University President

On a sheet of paper, write down:

1. What do you think the University President's interest is in this project?
2. The President's level of power and interest (Hi or Lo for each)?
3. How you can effectively work to gain support and reduce obstacles the President might create?

Example of Possible Comments

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University President	<ul style="list-style-type: none"> -It is a major part of the university - It can increase alumni donations 	<p>HIGH (P)</p>  <p>Low (I) HIGH</p>	<ul style="list-style-type: none"> -Periodic written updates - Personal meetings with the President or their representative
		<p>HIGH (P)</p>  <p>Low (I) HIGH</p>	

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