

# Stakeholder Analysis Summary Sheet

Stakeholder	Investigative Techniques	Level of Power ( <i>ability to influence outcome of the project</i> )	Level of Interest ( <i>how affected they are by the outcome of the project</i> )
Identify a Stakeholder	<b>Interview:</b> <ul style="list-style-type: none"> <li>✓ Build and develop rapport with stakeholders</li> <li>✓ Understand their perspective &amp; concerns</li> <li>✓ Inspires confidence</li> <li>✓ Probe for in-depth information</li> <li>✓ Allows confidentiality</li> <li>✓ Establish different views from different interviews</li> <li>✓ New areas of investigation may arise</li> <li>✓ Collect forms and documents</li> <li>✓ Appreciate any politics</li> </ul>	<b>High:</b> <ul style="list-style-type: none"> <li>✓ Can change the direction of the project</li> <li>✓ Tend to be directors or senior management level of affected area</li> <li>✓ Make project decisions</li> </ul>	<b>High:</b> <ul style="list-style-type: none"> <li>✓ Directly affected or impacted by the project</li> <li>✓ Is of a major concern</li> <li>✓ Tend to be employees in affected area</li> <li>✓ Tend to be users</li> </ul>
	<b>Observation:</b> <ul style="list-style-type: none"> <li>✓ Collect factual information</li> <li>✓ Elicit tacit information</li> <li>✓ Better understanding of problems and difficulties faced by business users</li> <li>✓ Devise workable solutions, fitted to the working environment</li> <li>✓ More likely to be acceptable to business users</li> <li>✓ Less disruptive to the business</li> <li>✓ Can verify findings from other techniques</li> </ul>	<b>Some:</b> <ul style="list-style-type: none"> <li>✓ Has some influence</li> <li>✓ Would be listened to (possess specialist knowledge)</li> <li>✓ Tend to be lower level managers, senior managers of non-affected areas or supervisory level</li> <li>✓ Have the ear of those making decisions</li> </ul>	<b>Some:</b> <ul style="list-style-type: none"> <li>✓ Indirectly affected or impacted by the project</li> <li>✓ Not their sole concern, have more pressing or many other concerns</li> <li>✓ Tend to be employees in a related area</li> </ul>
	<b>Workshop:</b> <ul style="list-style-type: none"> <li>✓ Gain a broad view</li> <li>✓ Increase speed and productivity</li> <li>✓ Buy-in and acceptance</li> <li>✓ Gain consensus</li> <li>✓ Stakeholders involved and committed – feel ownership</li> <li>✓ Project team and stakeholders understand one another</li> <li>✓ Simple method for resolving issues – options</li> <li>✓ More creative solutions are produced</li> </ul>	<b>Low:</b> <ul style="list-style-type: none"> <li>✓ Have (or feel they have) little or no ability to influence the project</li> <li>✓ End users typical</li> </ul>	<b>Low:</b> <ul style="list-style-type: none"> <li>✓ Not affected by the project</li> </ul>
	<b>Focus Group:</b> <ul style="list-style-type: none"> <li>✓ Similar to Workshop but not the same</li> <li>✓ Used to understand people's attitudes to any current issues with a business system</li> <li>✓ Used to suggest ideas to future developments &amp; directions</li> <li>✓ Used as part of information gathering exercise</li> </ul>		
	<b>Document Analysis:</b> <ul style="list-style-type: none"> <li>✓ Reviewing and discussing sample &amp; working documents</li> <li>✓ Review Procedures</li> <li>✓ Provides Background information</li> <li>✓ Information on System components</li> <li>✓ Information on Data and storage, flow, input, process, steps, output</li> <li>✓ Provides Prior understanding</li> </ul>		
	<b>Questionnaire/Survey:</b> <ul style="list-style-type: none"> <li>✓ Can reach a large audience</li> <li>✓ Can uncover common problems</li> <li>✓ Can determine attitudes</li> </ul>		