Project Management

Version Fall 2025

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Project Stakeholder Mapping Exercise

Learning Objectives

By the end of this activity, you will be able to:

- Identify all relevant stakeholders for a project

- Categorize stakeholders by influence and interest levels

- Create a comprehensive stakeholder register

- Develop appropriate engagement strategies for different stakeholder types

Scenario: Campus Sustainability Initiative

Your team has been assigned to manage a comprehensive sustainability project for your CEGEP Heritage College main campus. The project aims to reduce the campus carbon footprint by 30% over the next two years and increase recycling proccess efficiency through various initiatives including:

- Installing solar panels on the building

- Implementing a campus-wide recycling program

- Creating sustainable dining options in cafeterias

- Establishing student-led sustainability clubs

Budget: $2.5 million

Timeline: 24 months

Expected Impact: 5,000+ students, 800+ staff and faculty

Part 1: Stakeholder Identification (15 minutes)

Instructions: Brainstorm and list ALL potential stakeholders who might be affected by or have influence over this project. Think broadly - consider internal and external parties.

Categories to Consider:

- CEGEP administration

- Students and student organizations

- Faculty and staff

- Local community

- Government entities

- Vendors and contractors

- Environmental groups

- Regulatory bodies

Your Stakeholder List:

1.
Continue if needed

Part 2: Stakeholder Analysis Matrix (20 minutes)

Instructions: Plot each stakeholder on the matrix below based on their level of influence (ability to impact project success with performance) and interest (how much the project affects them).

Influence/Interest Matrix

HIGH INTEREST, LOW INFLUENCE	HIGH INTEREST, HIGH INFLUENCE
Keep Satisfied	Manage Closely
LOW INTEREST, LOW INFLUENCE	LOW INTEREST, HIGH INFLUENCE
Monitor	Keep Informed

Quadrant Definitions:

· **Manage Closely:** High influence, high interest - key stakeholders requiring active management

· **Keep Informed:** High influence, low interest - keep satisfied with minimal effort

· **Keep Satisfied:** Low influence, high interest - show consideration for their concerns

· **Monitor:** Low influence, low interest - minimal effort, monitor for changes

Part 3: Stakeholder Register (15 minutes)

Instructions: Select your top 3 most critical stakeholders and complete the register below.

#	Stakeholder Name	Role/ Organization	Influence Level (1-5)	Interest Level (1-5)	Key Concerns/ Expectations	Engagement Strategy
1						
2						
3						

Part 4: Engagement Planning (10 minutes)

Instructions: For each quadrant, develop specific engagement strategies:

Manage Closely Stakeholders:

    · Communication frequency: _____

    · Communication methods: _____

    · Key messages: _____

    · Success metrics: _____

Keep Informed Stakeholders:

    · Communication frequency: _____

    · Communication methods: _____

    · Key messages: _____

Keep Satisfied Stakeholders:

    · Communication frequency: _____

    · Communication methods: _____

    · Key messages: _____

Monitor Stakeholders:

    · Review frequency: _____

    · Monitoring method: _____

Reflection Questions (5 minutes)

1. Which stakeholders were you initially likely to overlook? Why?

2. How might stakeholder positions change throughout the project lifecycle?

3. What challenges do you anticipate in managing the "Manage Closely" stakeholders?

4. How would poor stakeholder management impact this project's success?

Team Presentation Preparation

Prepare a set of PowerPoint slides for 3-minute presentation covering:

- · Your stakeholder mapping matrix (visual)

- · Top 3 most critical stakeholders and why

- · Biggest stakeholder management challenge anticipated

- · One creative engagement strategy you developed

Submission: Submit your completed handout with PowerPoint slides and be prepared to go over your findings.