

# **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 process 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. \_

2. \_

3. \_

4. \_

5. \_

6. \_

*You may continue the list 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

Keep Satisfied

## HIGH INTEREST, HIGH INFLUENCE

Manage Closely

## LOW INTEREST, LOW INFLUENCE

Monitor

## LOW INTEREST, HIGH INFLUENCE

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						

## 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.



