## Project Management

Version Fall 2025

### Table of Contents

### Contents:

Project Stakeholder Mapping Exercise	3
Learning Objectives	4
Part 1: Stakeholder Identification (15 minutes)	5
Part 2: Stakeholder Analysis Matrix (20 minutes)	6
Influence/Interest Matrix	7
Part 3: Stakeholder Register (15 minutes)	8
Part 4: Engagement Planning (10 minutes)	9
Reflection Questions (5 minutes)	10
Team Presentation Preparation	11

## 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:

**18.** 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 Role/ Influer Name Organization Level (	Interest Key Engagement Level Concerns/ Strategy (1-5) Expectations
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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 requestey.
· 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.