TASK 09- STAKEHOLDER MAPPING

**Stakeholder Mapping**: is a technique used to visually represent stakeholders and their level of influence and interest in a project or product. It helps you understand how different stakeholders will affect or be affected by your project and allows you to prioritize and manage relationships accordingly.

The most common form of stakeholder mapping is a **Power/Interest Grid**, which categorizes stakeholders into different groups based on two key factors:

1. **Power**: The ability of the stakeholder to influence the project’s success or failure.
2. **Interest**: The degree to which the stakeholder is affected by or interested in the project.

**Power/Interest Grid:**

The **Power/Interest Grid** categorizes stakeholders into four quadrants, helping you tailor your engagement strategies.

**1. High Power, High Interest (Manage Closely)**

* **Stakeholders in this quadrant** have the most influence over the project and are highly invested in its success.
* **How to Engage**: You should engage these stakeholders regularly, involve them in key decision-making processes, and keep them informed about progress.

**2. High Power, Low Interest (Keep Satisfied)**

* **Stakeholders in this quadrant** have significant power but may not be very interested in the day-to-day details of the project.
* **How to Engage**: Maintain their satisfaction by keeping them informed of major developments. Don’t overwhelm them with too much detail, but ensure their key concerns are addressed.

**3. Low Power, High Interest (Keep Informed)**

* **Stakeholders in this quadrant** are very interested in the project but have limited power to influence it.
* **How to Engage**: Keep them informed and updated regularly, seek their feedback, and make them feel involved. While they may not directly influence decisions, their input can help improve the project.

**4. Low Power, Low Interest (Monitor)**

* **Stakeholders in this quadrant** have minimal influence and little interest in the project.
* **How to Engage**: Monitor them occasionally. You don't need to engage them as frequently as the others, but stay aware of their potential to impact the project.

**Example of Stakeholder Mapping (Power/Interest Grid)**

| **Power\Interest** | **High Interest** | **Low Interest** |
| --- | --- | --- |
| **High Power** | **Manage Closely** | **Keep Satisfied** |
| **Stakeholders**: | **Stakeholders**: | **Stakeholders**: |
| - Product Owner/Manager | - Customers/End Users | - Regulators |
| - Executive Leadership | - Marketing Team | - Investors |
| - Development Team Lead | - Sales Team | - External Partners |
| **Actions**: | **Actions**: | **Actions**: |
| - Involve in key decisions | - Regular updates and feedback | - Occasional updates |
| - Provide frequent updates | - Address concerns and feedback | - Monitor potential concerns |
| **Low Power** | **Keep Informed** | **Monitor** |
| **Stakeholders**: | **Stakeholders**: | **Stakeholders**: |
| - Customer Support Team | - Industry Analysts | - Competitors |
| - Junior Development Team | - Media and Press | - External Advocates |
| - Designers (if internal) | - Partners/Vendors | - Certain low-impact users |
| **Actions**: | **Actions**: | **Actions**: |
| - Provide regular updates | - Send occasional newsletters | - Keep an eye on market trends |
| - Gather feedback periodically | - Address any potential concerns if needed | - Assess potential changes or risks |