**Activity: Stakeholder Performance Domain**

**Scenario:**

You are the project manager for a new software implementation project in a mid-sized company. The project involves upgrading the company’s existing software platform, which impacts various departments and external partners. Your stakeholders include:

* **The company's CEO** (who oversees the project but is not deeply involved in day-to-day operations)
* **The IT Department** (responsible for the technical execution and integration of the new software)
* **External software vendors** (providing the software and necessary support)
* **End users** (employees in various departments who will use the new software daily)
* **The HR Department** (who will handle change management and training)
* **Finance Department** (involved only in budget approvals)
* **A government regulatory agency** (with the power to approve or reject software due to data protection laws)

**Activity:**

**Step 1: Map stakeholders on the power-interest grid**

Use the scenario and identify which of the stakeholders belongs to each of the four quadrants of the power-interest grid:

* High Power - High Interest
* High Power - Low Interest
* Low Power - High Interest
* Low Power - Low Interest

| **High Power/Low Interest**   * CEO * Government Regulatory Agency | **High Power/High Interest**   * IT Department * External Software Vendors |
| --- | --- |
| **Low Interest/Low Power**   * Finance Department | **High Interest/Low Power**   * End Users (Employees) * HR Department |

**Step 2: Propose engagement strategies**

Based on the identified quadrants, propose appropriate engagement strategies for each group of stakeholders. Describe in 2-3 sentences how you will manage, inform, or monitor these groups to ensure project success.

| **High Power/Low Interest**  Keep satisfied. Provide periodic high-level updates to ensure they are informed without overwhelming them with details. Address any potential concerns proactively to prevent issues that could arise from lack of engagement. | **High Power/High Interest**  Manage closely. Maintain regular, direct communication and involve them in key decision-making processes. Keep them updated on progress, risks, and issues, and ensure their feedback is incorporated to avoid bottlenecks. |
| --- | --- |
| **Low Interest/Low Power**  Monitor with minimum effort. Provide occasional updates focused on their specific area of interest, such as financial status, to ensure they remain informed without unnecessary details. Engage only when necessary, such as during budget reviews. | **High Interest/Low Power**  Keep informed. Regularly communicate project updates, provide them with opportunities to give feedback, and ensure they feel heard. For end users, this could involve training sessions and feedback loops to ensure a smooth transition. |