

Notes:

Stakeholder Analysis

Key Learning Points

1. Describe the importance of stakeholder analysis.
2. Explain how to complete stakeholder analysis.
3. Utilize stakeholder analysis in improvement projects.

What is Stakeholder Analysis

Many projects fail to plan for, and actively work to overcome, resistance to change.

The first step to combat this common mistake is to identify your stakeholders, evaluate their current level of support for your project, and to take action to ensure you can win the support you need to be successful.

Stakeholder Analysis can help you determine how stakeholders feel about issues associated with your project, gauge where you need them to be, and assess the gap (if any) you will need to close to gain their support and approval.

- Define: Identify the key characteristics of key stakeholders.
- Draw Out: Find interests of stakeholders in relationship to the problems the project is addressing
- Identify: Find relationships between stakeholders to enable cooperation.
- Assess: Discover the capacity of different stakeholders to participate in the project.

Example

Name or Group	Strongly Against	Moderately Against	Neutral	Moderately Supportive	Strongly Supportive
Consumer					X
Product Suppliers		X			
Shipping Companies		X			
Internet Providers			X		
Warehouse		X			
Customer Support					X
Marketing				X	
IT					X

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Steps to Complete Stakeholder Analysis

1. List the Key Stakeholders down the left-hand column of the spreadsheet.
2. Assess each stakeholder regarding their support for the project, and place an X in the corresponding column.
3. Using this information, develop strategies for engaging and communicating with stakeholders, especially those that could hinder the project.

Sample Strategies for Engaging and Communicating With Stakeholders

- Provide regular updates on project progress.
- Ask for input on key decisions during the project.
- Invite stakeholders on benchmarking trips to observe best practices.

When Should Stakeholder Analysis Be Done?

Stakeholder analysis should be completed before embarking on an improvement project to gauge the level of support the project will receive. The results can be used to garner support, and combat resistance to change.

Pitfalls to Avoid

- Caution! The content of Stakeholder Analysis is often sensitive information.
- Use discretion when sharing it to avoid alienating or breaking the trust of your Stakeholders.