

Title:

Stakeholder Analysis Part 1: Identification and Influence Mapping

Contents:

1. Introduction

- Purpose and methodology of stakeholder analysis
- Importance in project success and risk mitigation

2. Stakeholder Identification

- Internal vs. external stakeholders
- Direct and indirect stakeholders
- Primary and secondary stakeholders

3. Stakeholder Profiles

- Detailed descriptions including roles, interests, expectations
- Influence and power levels

4. Stakeholder Categorization

- Using tools like Power/Interest Grid and Influence/Impact Matrix
- Mapping stakeholders according to interest and power
- Identification of key players, supporters, blockers, and observers

5. Stakeholder Needs and Expectations

- Analysis of explicit and implicit needs
- Potential conflicts and synergies among stakeholders

6. Communication Preferences and Channels

- Preferred communication modes and frequency for each stakeholder group
- Challenges in communication and engagement

7. Stakeholder Goals Alignment

- Alignment with project objectives
- Potential areas of negotiation and compromise

8. Risks and Opportunities

- Risks associated with stakeholder disengagement or opposition
- Opportunities for partnership and co-creation

9. Preliminary Engagement Strategy

- Suggested initial approaches for communication and involvement

- Identification of stakeholder champions

10. Conclusion

- Summary of stakeholder landscape
- Next steps and integration with overall project management

Appendices

- Stakeholder register template
- Interview summaries and stakeholder feedback