Activity Overview

In this activity you will complete a stakeholder analysis and power grid.

As a project manager, it's important to understand how each stakeholder relates to your project. Completing a stakeholder analysis and power grid allows you to determine each stakeholder's influence and potential impact on a project, which is crucial to managing communications and expectations.

Scenario

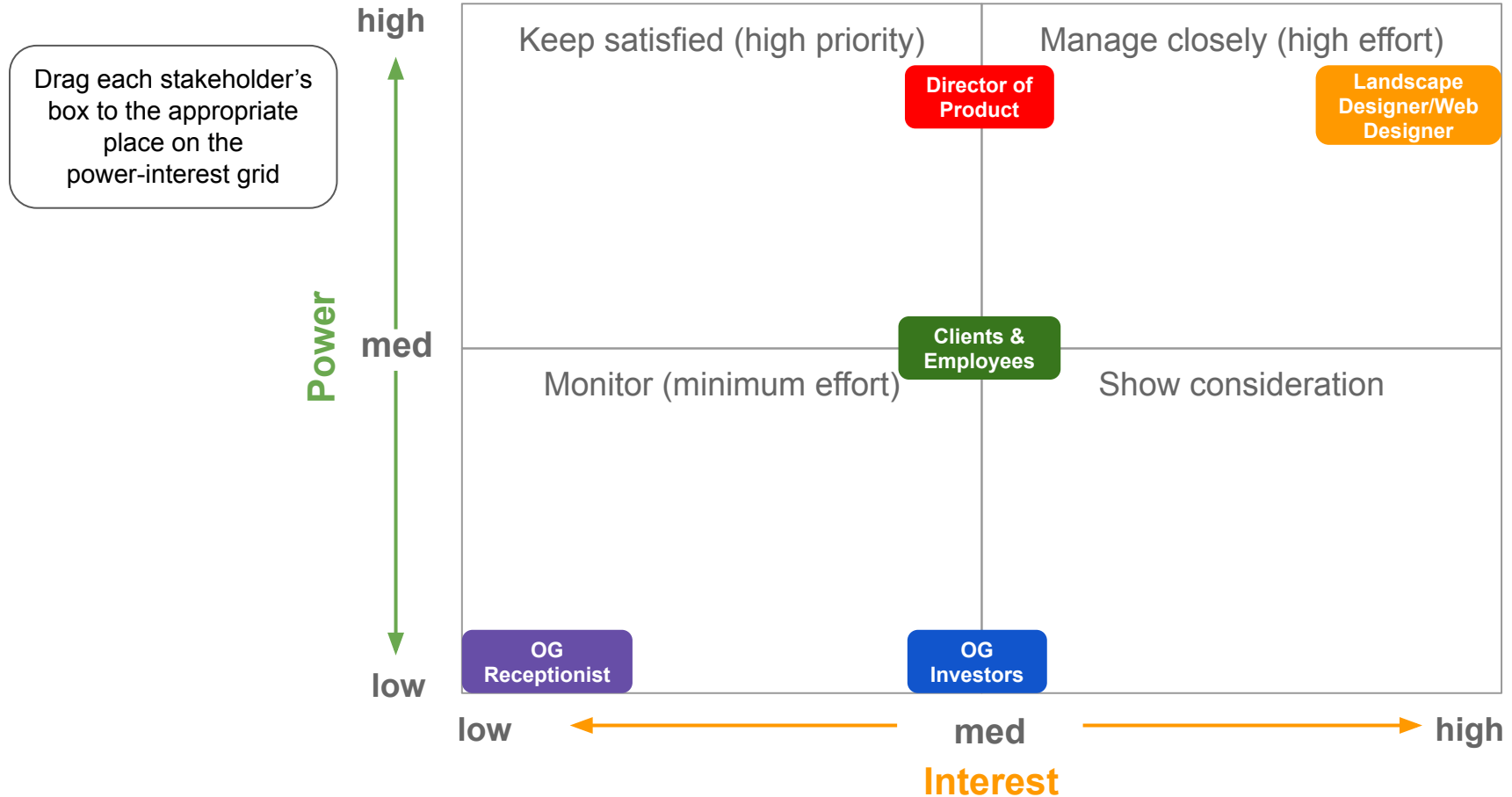Review the scenario below. Then complete the step-by-step instructions.

You are the project manager at Office Green, a commercial landscaping company that specializes in plants and greenery for offices and other businesses. The company is getting ready to introduce its new Plant Pals service, and you will manage the launch. You and your team need to maintain trust and generate buy-in from your stakeholders. Some of your stakeholders include:

- Director of Product: The Director of Product is the project sponsor. As the sponsor, they fully support the project, sign off on high-level decisions, and sometimes act as a resource for the team. They are deeply invested in the outcome of the project, but less involved with its day-to-day operations.
- Landscape Designer/Web Designer: This person has two roles at Office Green, and within the Plant Pals project. In addition to their web design skills and knowledge of plants, they have strong relationships with a range of people across the company. The Plant Pals project could affect their role as Landscape Designer if it results in a pivot toward new services. If they don't want their role to change, it could be harder to get their buy-in.
- Existing clients and their employees: The core customers for this product launch are Office Green's existing clients and their employees. Their feedback can help Office Green improve the customer experience for the new service. Depending on their needs, some clients will be very interested in Plant Pals, while others will be less so. Lower-interest clients are unlikely to resist the project unless it impacts the existing product line.
- Office Green's investors: The investors support Office Green financially, so the company wants to keep them happy. Likewise, because Office Green's performance affects their investments, the investors want Plant Pals to succeed. However, they will not be directly involved in the project and it will not affect them before launch. They are therefore unlikely to oppose the project at this stage.
- Office Green's receptionist: The receptionist will not be directly involved with the Plant Pals project. They will need to answer customer questions about the service later on, but don't need to know many details until closer to launch. They have no major concerns about the project at this stage.

Understanding stakeholders (stakeholder analysis)

Stakeholder	Role (Related to project)	Involvement	Impact	Power or Influence (H/M/L)	Interest (H/M/L)	Engagement
Director of Product	Project sponsor	They support the project, make high-level decisions, company's influence, networking/relationships and sometimes act as a resource for them.	**Positive**: A success project could enhance their reputation and support their vision for the company. **Negative**: If the project fails, it could affect poorly on their decision-making and leadership. **Resistance**: Unlikely, given their role as project sponsor and interest in the project's success.	H	M	I would have engage with them Manage Closely. I would have regular updates and consultation. Having regular meetings to discuss project progress, high-level decisions, and strategic alignment.
Landscape Designer/Web Designer	Project team member	They have design and technical expertise, internal networking, and software tools.	**Positive**: Opportunity for their professional growth and skills **Negative**: Changes in job responsibilities or focus, which may not align with their career goals or interests. **Resistance**: Possible, especially if they see the project as a threat to their current rule, or a shift in their responsibilities.	M	H	I would have engagement with them by Keeping Satisfied and Manage Closely. I would communicate with them frequently, ongoing communication, Involve them in key discussion related to design and web aspects of the project. Provide updates on how the project impacts their role and seek their input of their

Prioritizing stakeholders (power grid)

Drag each stakeholder's box to the appropriate place on the power-interest grid

Power

Interest

high

Keep satisfied (high priority)

Manage closely (high effort)

Director of Product

Landscape Designer/Web Designer

med

Clients & Employees

Monitor (minimum effort)

Show consideration

low

OG Receptionist

OG Investors

low   med   high

Prioritizing stakeholders (power grid)

Pro tip: You can move stakeholders higher or lower (or more to the left or right) within each box

Director of Product

Landscape Designer/Web Designer

Clients & Employees

OG Investors

OG Receptionist

high

Power

med

low

Keep satisfied (high priority)

Manage closely (high effort)

Monitor (minimum effort)

Show consideration

low

med

high

Interest

Prioritizing stakeholders (power grid)

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Director of Product

Landscape Designer/Web Designer

Clients & Employees

OG Investors

OG Receptionist

high

Power

med

low

Keep satisfied (high priority)

Director of Product

Manage closely (high effort)

Monitor (minimum effort)

Show consideration

low   med   high

Interest

Prioritizing stakeholders (power grid)

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Director of Product

Landscape Designer/Web Designer

Clients & Employees

OG Investors

OG Receptionist

high

Power

med

low

Keep satisfied (high priority)

Director of Product

Manage closely (high effort)

Director of Product

Monitor (minimum effort)

Show consideration

low   med   high

Interest