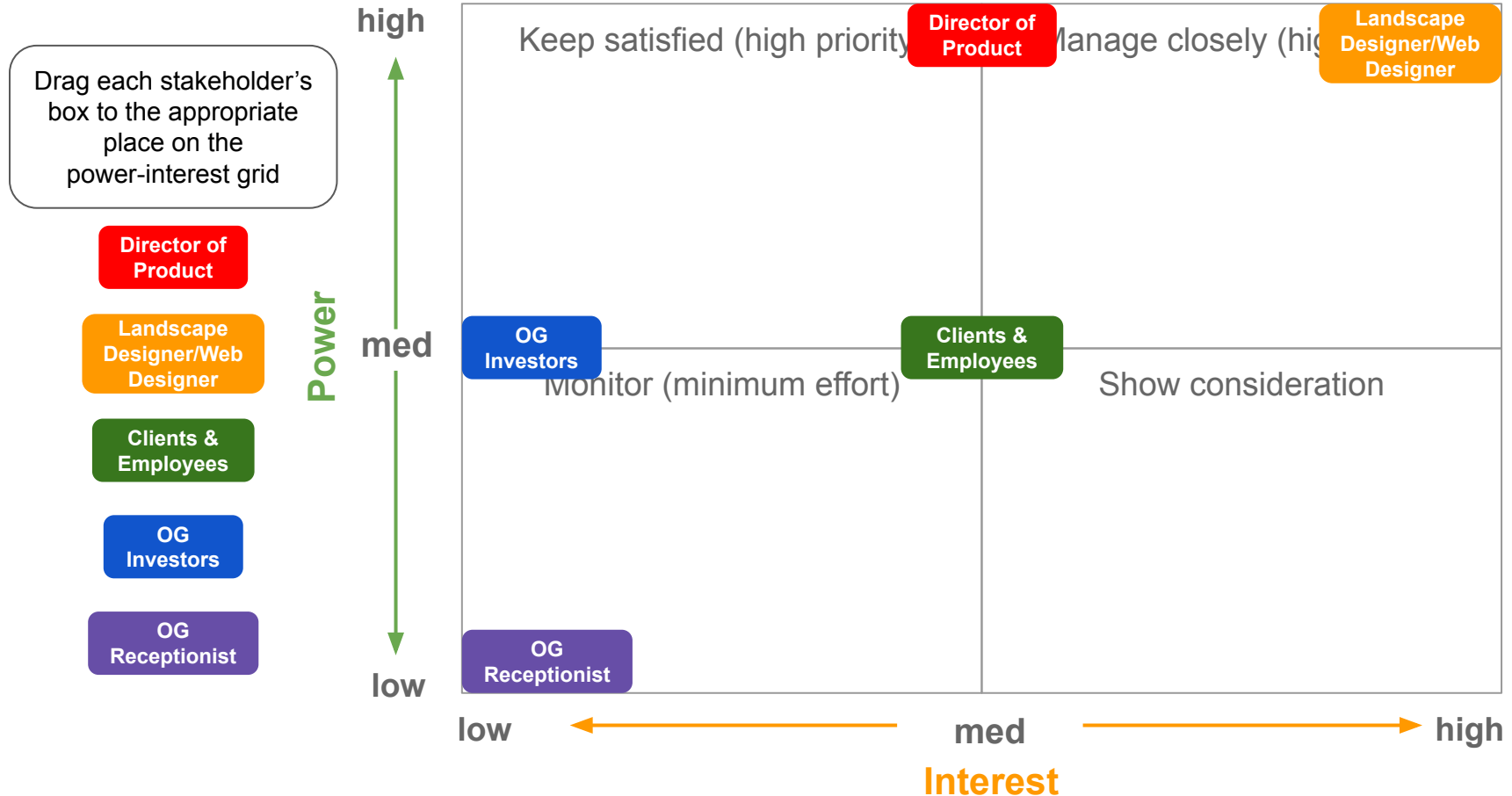


Understanding stakeholders (stakeholder analysis)

Stakeholder	Role (Related to project)	Involvement	Impact	Power or Influence (H/M/L)	Interest (H/M/L)	Engagement
Director of Product	Project sponsor	Fully supports the project, signs off on high-level decisions, and acts as a resource for the team.	Has a clear goal of wanting the project to succeed and is deeply invested in the outcome of the project. Expecting no resistance.	H	M	Communicate, give updates, and consult on the project regularly but not on a daily basis.
Landscape Designer / Web Designer	Project team member	Skills in web designing, knowledge in plants, and has strong relationships with a range of people across the company.	Is deeply invested in being involved in the project. Expecting possible resistance when their Landscape Designer role is affected or changed.	H	H	Communicate and ask for updates on a daily basis.
Existing Clients and their Employees	Office Green customer	Provides feedback to help the company in improving customer experience.	Some shows high interest while others less. Expecting resistance when the existing product line is impacted.	M	M	Communicate through customer service and get feedback.
Office Green's Investors	Secondary stakeholder	Provides financial support for the project.	Has little to no impact yet. Expecting resistance or not on their investment depending on the performance of the project.	M	L	Give updates on the project's current progress and performance.
Office Green's Receptionist	Office Green employee	Answer questions about the service coming from customers after the project's launch.	Has no impact yet. Expecting no resistance.	L	L	Give updates before the project's launch.

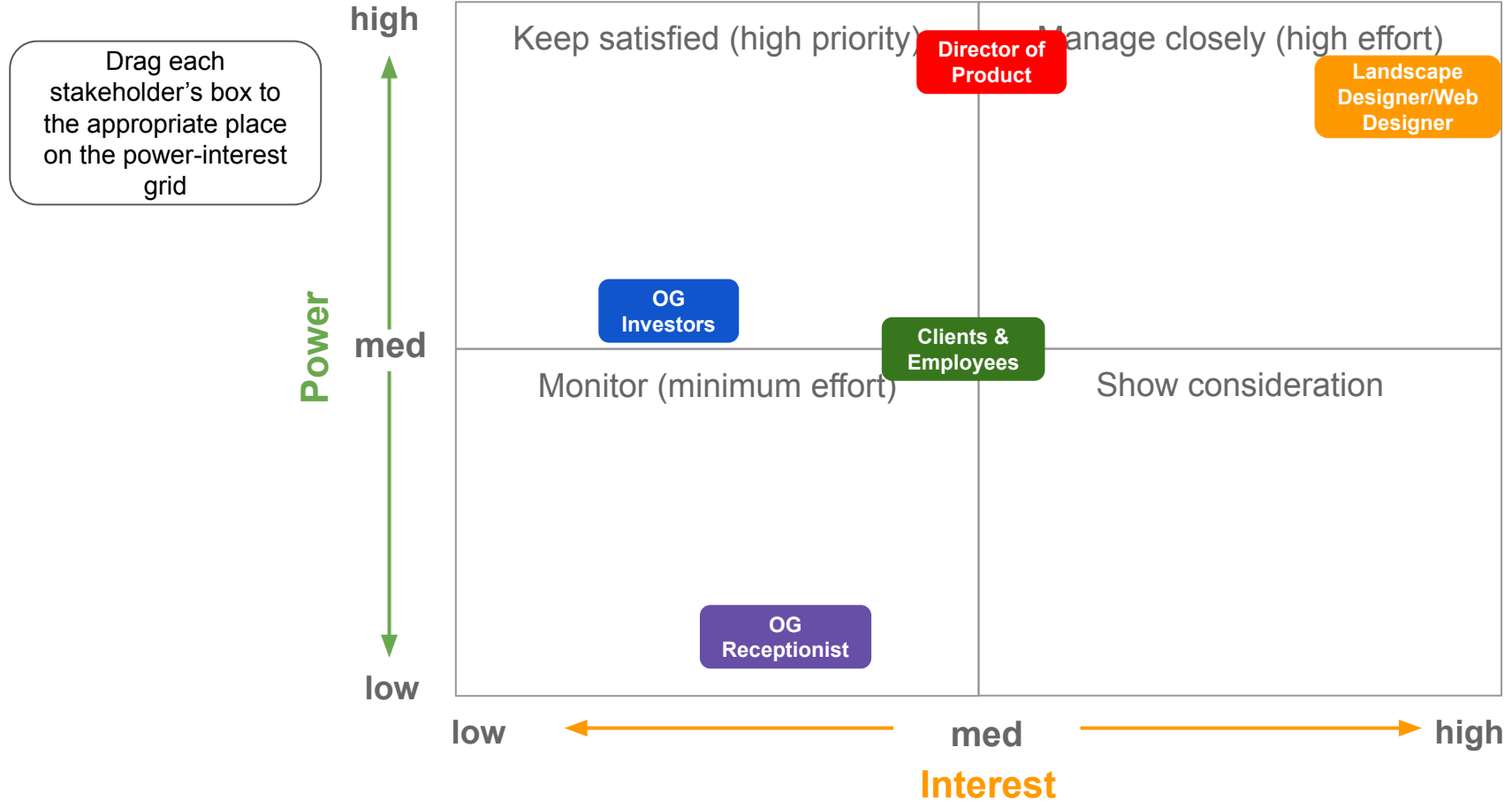
Prioritizing stakeholders (power grid)



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	Makes high-level decisions; serves as team resource	Wants the project to succeed. No resistance.	H	M	Communicate regularly, but not daily. Ask questions and give updates.
Landscape Designer/Web Designer	Project team member	Knowledge of website design and plants; strong relationships with OG employees	Invested in the project as a team member. Possible resistance if Landscape Designer role is affected.	H	H	Communicate daily as project team member
Existing Clients and Employees	Office Green customer	Can give feedback on the customer experience	Some highly interested; others less so. Resistance only if Plant Pals affects main product line.	M	M	Communicate as needed to inform and get feedback.
Office Green's Investors	Secondary stakeholder	Financial support	Little impact at present. Project could affect their investment if it affects Office Green's performance.	M	L	Not directly involved. Keep updated on progress and performance.
Office Green Receptionist	Office Green employee	Answers questions about the service after launch	Little impact on their role. No resistance.	L	L	Not directly involved, but should be updated before launch

Prioritizing stakeholders (power grid)



Compare the exemplar to your completed stakeholder analysis and power grid. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Comparing the exemplar to our completed stakeholder analysis and power grid, we observed that we might be on the right track in terms of analyzing the stakeholders for this project. Our work compared to the exemplar showed similar results, varying slightly on the positions of the stakeholders in the power grid, but still close in comparison. We think that we did well on carefully analyzing each stakeholder's situation and condition on the project not only because we got highly similar results compared to the exemplar, but also because we read each stakeholder's descriptions thoroughly and felt confident on how we evaluated them. Still, we think that we can improve in terms of being more detailed and thinking more critically because unexpected situations may occur.