

# Stakeholder Engagement Assessment Matrix (SEAM)

Following the PMI’s taxonomy, the current level of engagement is referenced with a “C,” and the desired level is a “D.”

SEAM Matrix:

Stakeholder	Power / Interest	Level of Engagement					Approach  (Keep Satisfied, Manage Closely, Monitor, Keep Informed)	Concerns and Issues
		Unaware	Resistant	Neutral	Supportive	Leading)		
Roger Wilson	high/high					C, D	Manage Closely	All communication in writing weekly and monthly.
Tom Kane	low/low			C	D		Monitor	Potential negative stakeholder
Lisa Sellers	low/high				C	D	Keep Informed	Requires frequent communication

