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Stakeholder Analysis Tool

A stakeholder is any person, group or organizational unit that will be influenced by (or will influence) the actions you take to accomplish your goals. Stakeholders can be inside or outside your organization and may have positive or negative interests. For example, some stakeholders may know that they will receive benefits from an initiative or project. As such, they would be expected to have a positive interest in your success. Other stakeholders may have concerns that your actions may have a negative effect on their interests. Finally, some stakeholders may have business interests while others have personal interests. For example, your success may require that your spouse and family relocate to another city, which could be considered as either positive or negative.

Review the step-by-step approach below. Then use the tables on the following page to: identify stakeholders and analyze their interests and expectations; categorize interests and expectations based on importance; and develop an action plan.

A Step-by-Step Approach

Step 1: Define the new venture, initiative or project you plan to launch or are in the process of launching. Then, identify key milestones and the timeframe within which each must be accomplished.

Step 2: List each individual, group, unit, or organization that has a stake in whether you are successful in accomplishing your goals. These stakeholders may have

Step 3: Identify each stakeholders' interests and expectations. Put a (+) sign beside those interests or expectations that are positive and a (-) sign beside those interests or expectations that are negative.

Step 4: Rate the importance of each stakeholder to the successful accomplishment of your goal.

Step 5: Identify actions you must take to meet, clarify, or realign stakeholder interests and expectations.

Use the table on the next page to identify key stakeholders and to analyze their interests and expectations.

Professor Lynda M. Applegate prepared this exercise as the basis for class discussion rather than to illustrate either effective or ineffective handling of an administrative situation.

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STAKEHOLDER ANALYSIS

Company Name:
Analysis:

Reviewer Name:

Date _____ of _____

Briefly describe the new venture, strategic initiative, or project you would like to accomplish:

Stakeholder	Interests/Expectations Put a (+) beside those interests/expectations that you believe will have a positive impact on your goals/strategy and a (-) beside those that you believe will have a negative impact.	Importance 1=Low 3=Neutral 5=High

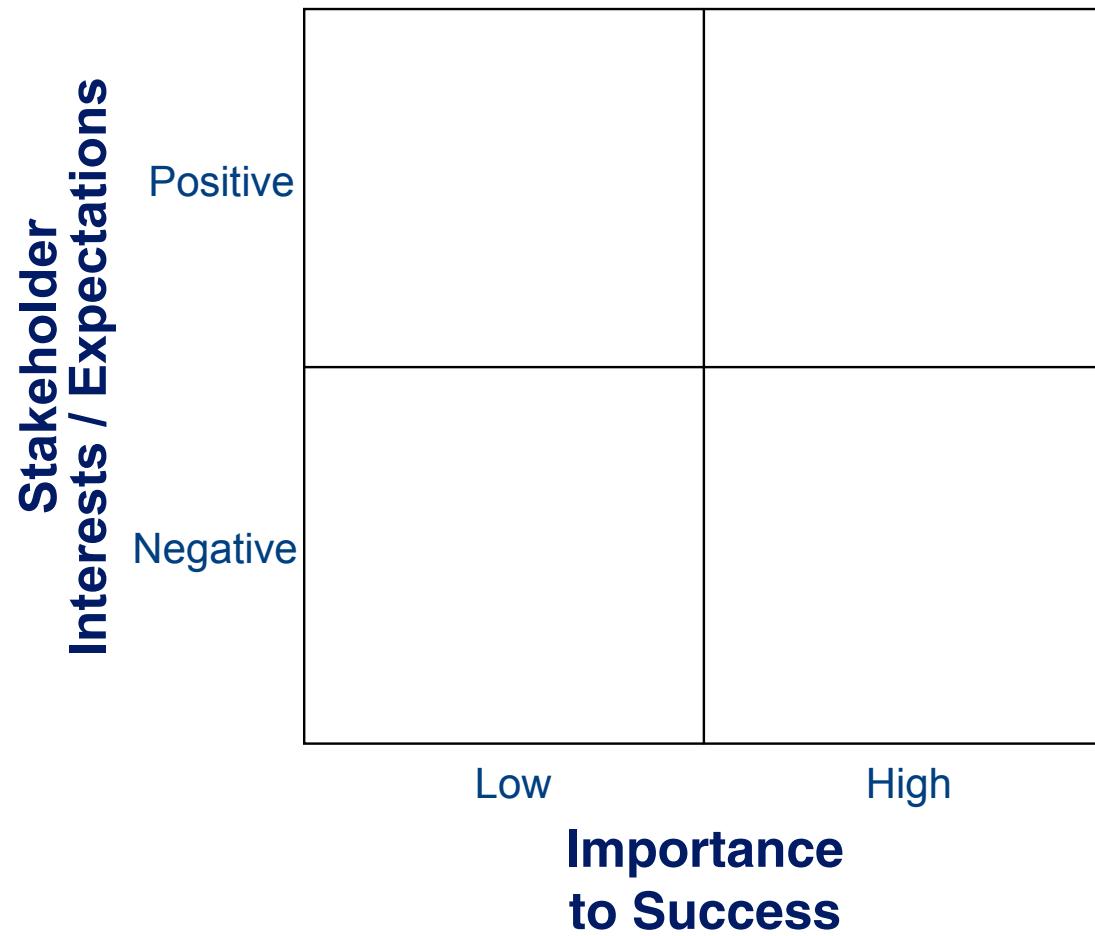
Comments:

STAKEHOLDER MAP

Company Name:
Analysis:

Reviewer Name:

Date of



STAKEHOLDER ACTION PLANNING

Company Name:
Analysis:

Reviewer Name:

Date

of

Identify three key issues you need to resolve based on your stakeholder analysis.		
Issues	Actions	Comments