

sTAKEHOLDER ANALYSIS

ASSIGNMENT 3 – ISEC 3050 ETHICS AND LAW IN DATA ANALYTICS



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# INTRODUCTION

Stakeholders are the individuals or groups that have interest or impact on a project. The interest or impact of each stakeholder can vary, and it can be a combination of different things. For example, high impact – low interest, or low impact – low interest. It is important to map out a Stakeholder Analysis chart when doing a project, even when it is just being started. This is one of the factors that can make decision making easier and in turn, creates a higher probability of success for the project.

This assignment contains a Stakeholder Analysis chart (Interest Chart and Communication Chart) for an example project. This example project requires establishing what each stakeholder does, how (and how much) they affect the project and how (and how much) they are affected by the it. It also requires analysis and planning. It requires setting up a plan on how each stakeholder is communicated with and how frequently. This assignment will exercise decision making skills as it practices the ability to create a Stakeholder Analysis chart.

# INTEREST CHART

|  |  |
| --- | --- |
| HIGH POWER/INFLUENCE, LOW IMPACT/AFFECT PERSONALLY | HIGH POWER/INFLUENCE, HIGH IMPACT/AFFECT PERSONALLY |
| COMPANY VP MARKETING: BILL  COMPANY CFO: PATRICK  MUNICIPAL BY-LAW OFFICERS | **COMPANY PRESIDENT: RON**  **COMPANY VP OF INFORMATION SYSTEMS: PAUL**  **COMPANY VP OF PERSONNEL: TANYA** |
| LOW INFLUENCE, LOW IMPACT/AFFECT PERSONALLY | **LOW INFLUENCE, HIGH IMPACT/AFFECT PERSONALLY** |
| CUSTOMERS  COMPANY SECONDED PERSONNEL  COMPANY SUPPORT STAFF  IT STAFF | EXTERNAL GENERAL CONTRACTOR |

# COMMUNICATION CHART

|  |  |  |
| --- | --- | --- |
| STATEHOLDER TYPE/IDENTITY | COMMUNICATION METHOD | COMMUNICATION FREQUENCY |
| SENIOR MANAGEMENT | Meetings, formal paper-based reports | Monthly |
| CUSTOMERS | Emails, newsletters, blog posts, trade journal | Weekly |
| BY-LAW OFFICERS | Written permits, in person, possibly phone/email or formal meeting depending on how the application for the permits go | Quarterly |
| COMPANY SUPPORT STAFF | Emails, in-person, newsletters, training sessions, bulletin board, meetings, memos | Daily |
| COMPANY SECONDED PERSONNEL | Emails, in-person, newsletters, bulletin board, meetings, memos | Weekly |
| IT STAFF | Emails, in-person, meetings, Project Summary Report | Weekly |
| EXTERNAL GENERAL CONTRACTOR | Emails, phone, reports, in-person | Weekly |

# CONCLUSION

Each stakeholder has a relevance in the success of the project, whether they are a high impact – high interest stakeholder, or a low impact – low interest one. No matter how they are classified, they will have some effect to the project.

I have mapped out each stakeholder depending on the current situation or phase of the project. I suspect that as the project progresses, there will be changes. For example, the placement of each stakeholder will shift. Ideally, it should shift to all the stakeholders having high interest in the project, no matter what their impact is on it. Another thing that might change is the communication frequency, it will vary and depend on what phase the project is in as well.

This assignment was a great brain exercise because you must think about not only who the stakeholders are but what they do as well. You must get into the mind of each stakeholder and do some behavior prediction.