Stakeholder Analysis

Defining the Stakeholder

Stakeholders are people, groups, or institutions with a vested interest in the success of a specific program or project. These are the people whose support or cooperation you will need in order for the project to be successful. Stakeholders will provide important input and information during the development of the project and can often be a barrier to the successful execution of your goals and vision.

Not all stakeholders are created equal, so it is important for you to identify your stakeholders early in the process. Also, try to accurately gauge the level of influence each stakeholder will have in the decision-making process. The more powerful or influential the stakeholder is, the more support or opposition they will be able to assert as the project moves forward.

Types of stakeholders include:

1. **Primary stakeholders:** These are the individuals or groups that will ultimately be affected, either positively or negatively, by an organization's actions.

2. **Secondary stakeholders:** These are the individuals or groups that will be indirectly affected by an organization's actions.

3. **Key stakeholders:** These are the individuals that will have significant influence upon the direction of a program or organization. Key stakeholders can also belong to one of the first two groups, but their involvement and feedback often carry more weight and influence.

Please identify specific stakeholders with which you currently interact in your present role:

Primary:

1. _____

2. _____

Secondary:

1. _____

2. _____

Key:

1. _____

2. _____

Stakeholder Analysis

Once you have identified the various stakeholders involved in a project or program, it is important to conduct a stakeholder analysis for each. This information will help you better understand the expectations of each particular stakeholder, as well as pinpointing what success would mean for them.

Name _____

Organization (internal or external) _____

Role on the project _____

Level of interest _____

Level of influence _____

Unique facts or information _____

Individual expectations _____

Ways to manage these expectations _____

Their goals or success criteria _____

Your goals or success criteria _____

Your intention or intentions _____