## **Stakeholder Analysis**

It is important to measure and understand the level of stakeholder influence (sometimes called “power”), interest, and engagement throughout the project. The level of stakeholder “interest” measures their level of concern over project outcomes. The level of stakeholder “influence” measures their level of authority over the project

**Stakeholders can be classified as:**

Low interest/high influence = keep satisfied

Low interest/low influence = monitor

High interest/high influence = manage closely

High interest/low influence = keep informed

**Stakeholder engagement levels can be categorized as the following:**

* Unaware
* Resistant
* Neutral
* Supportive
* Leader

**It is important that corrective action is taken if a stakeholder with high interest and high power is resistant or unaware.**

Copy and paste the list of stakeholders from your Project Charter and insert them below. For each individual or group, categorize them accordingly.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key Stakeholders** | **Role to the project** | **Interest level** | **Influence level** | **Engagement level** |
| [insert name and title] | Project Sponsor | Choose an item. | Choose an item. | Choose an item. |
| [insert name and title] | Project Owner | Choose an item. | Choose an item. | Choose an item. |
| [insert name and title] | Project Manager | Choose an item. | Choose an item. | Choose an item. |
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