

NAME

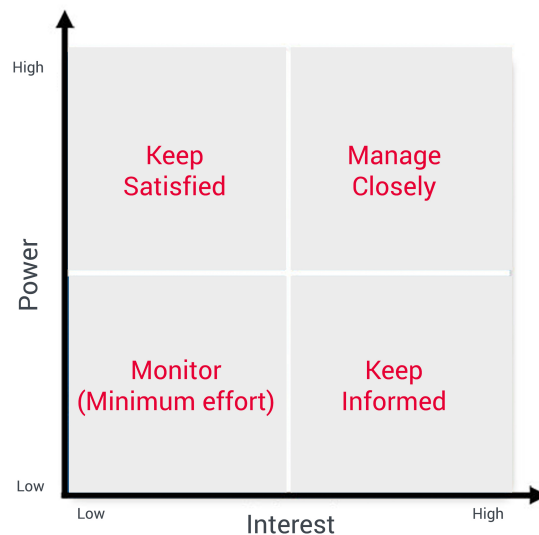
Stakeholder Grouping Tool

SOURCE

Public Domain

INTRODUCTION

Stakeholder management is critical to the success of every project in every organisation. By engaging the right people in the right way in your project, you can make a big difference to its success. There are several ways of analysing the importance of each type of stakeholder for your project, one of them is to group and prioritise your stakeholders according to the following diagram:



NOTES

By grouping your stakeholders in four different quadrants, you automatically get an outline of the next step as a result; the development of a stakeholder engagement strategy. You rate the stakeholders by influence and importance, thus making it easier to analyse their role and prioritise following initiatives and elements of a stakeholder strategy.

Key Points

As the work you do and the projects you run become more important, you will affect more and more people. Some of these people have the power to counteract your project and your position.

Others may be strong supporters of your work. Stakeholder Management is the process by which you identify your key stakeholders and win their support. Stakeholder Analysis is the first stage of this, where you identify and start to understand your most important stakeholders.

The first stage of this is to brainstorm who your stakeholders are. The next step is to prioritize them by power and interest, and to plot this on a Power/Interest grid. The final stage is to get an understanding of what motivates your stakeholders and how you need to win them around.

USEFUL LINKS

- http://www.mindtools.com/pages/article/newPPM_07.htm