

How to: do a stakeholder analysis

The need of a stakeholder analysis

Every program or project involves many different parties, often more than we realize. A stakeholder is any party that either influences your project or is influenced by your project. The 2 main reasons for doing a stakeholder analysis are avoiding negative influences and trying to strengthen positive influences.

Risk management	Benefits
Manage any dissatisfaction on their end. Acknowledging them can help you to show them the benefits of your project.	Use the opinions of powerful stakeholders to shape your project at an early stage
Anticipate what other stakeholders could do that may negatively influence your project.	Gaining support from powerful stakeholders can help you to win more resources

So in short, a stakeholder analysis helps you in risk management and limits the negative impact of potential problems, and it helps you to map any positive stakeholders that could help or support you in your project.

Stakeholder mapping

With stakeholder mapping, the essence is to map out who is important and influential for your project. Per relevant stakeholder, you consider their interest in your project (what do they get out of it?) and their power (this can be either positive or negative). Based on that analysis the stakeholder matrix gives you a clear overview of communication strategies that are advised in each scenario.

- ❖ **High power, interested people:** These people are very important for your project. Try to get them involved and satisfied at all times.
- ❖ **High power, less interested people:** It is important to keep these people interested enough in your project that they see the benefits of it and cannot influence your project negatively, but don't overload them with information.
- ❖ **Low power, high interested people:** These people can be very helpful in finetuning your project or program. Keep this group interested and informed so that you can use their feedback when needed.
- ❖ **Low power, less interested people:** These people are not very interesting to your project. It is important that they do keep seeing the benefits of your project so that they won't turn out to have a negative influence. Inform but don't overload them.

