



## Stakeholder Analysis Matrix

Stakeholder analysis is a technique used to identify and assess the importance of key people, groups of people, or institutions that may significantly influence the success of a project. It is often used in the early planning process of a performance improvement project.

Use a stakeholder analysis matrix to:

- Identify individuals and groups that will positively and negatively influence a performance improvement project
- Anticipate the positive or negative influence individuals or groups may have on a performance improvement project
- Develop strategies to get the most effective support possible for a performance improvement project and address challenges to success.

### Creating a Stakeholder Analysis Matrix

Stakeholder Role/Name	Stakeholder Interest(s) in Project	Assessment of Stakeholder Impact on Project (A = extremely important, B = important, C = not important)	Strategy to Obtain Support or Address Challenges

1. Using the brainstorming technique, identify all the individuals and groups who will affect or be affected by the performance improvement project and list them in the "Stakeholder" column.
2. Review the stakeholder list and identify each stakeholder's specific interest in the project. Consider the project's benefit to the stakeholder; changes from the project that will affect the stakeholder; and activities that might cause damage to or conflict for the stakeholder. Document these interests in "Stakeholder Interest(s) in Project" column.
3. For each stakeholder, identify the importance of the stakeholder's interests to the success of the project? Assign A for extremely important, B for fairly important, and C for not very important in the "Assessment of Stakeholder Impact on Project" column. Consider the following:
  - The role the stakeholder must play for the project to be successful, and the likelihood that the stakeholder will play this role.
  - The likelihood and impact of a stakeholder's negative response to the project.
4. Brainstorm strategies to get stakeholder support and reduce opposition. Record the strategies in the "Strategy to Obtain Support or Address Challenges" column. Consider the following:
  - How should a stakeholder be approached?
  - When and how should a stakeholder be involved in the planning process?