

Stakeholder Analysis

A process for identifying and assessing the importance of key people (individuals and groups) that may significantly influence the success of your project

WHY

Stakeholders are the people involved in or affected by project activities. Stakeholders may include project sponsor/champion, support staff, customers served by the process, people who work in the process, and suppliers to the process.

- It is critical that stakeholders are informed, engaged, apprised of progress (or lack thereof) and given opportunities to provide input into solutions.
- Without stakeholder involvement, support and active intervention, the project will not succeed.
- The stakeholder analysis is the primary input for the communication and change management strategies.

WHEN

The initial stakeholder analysis begins well before the project launch when it is most critical to identify and engage all stakeholders. Ongoing stakeholder engagement will continue throughout the life of the project.

HOW TO

Complete the [Stakeholder Analysis Table](#) Template:

Template Columns	How to
Name	As a team, brainstorm & Identify those who: <ul style="list-style-type: none"> ▪ Have authority over or are donors of the process; i.e. Clinic in-charge (Administrators), Partners, MOH, CDC ▪ Involved in, or touch, the process; i.e. Clinic staff - nurses, doctors, Couriers, laboratorians, Expert clients, etc. ▪ Customers of the process; i.e. patients (clients), laboratory, community, partners ▪ Suppliers of the process; i.e. Other clinics, partners, laboratory, community
Level of support	Identify current status of each stakeholder; Use to define an approach strategy
Key Interests/Issues	Make sure to understand the interests and issues of the stakeholders who are part of the process - How can they contribute to the solution?
Assessment of Impact	Based on the stakeholder's level of authority over the process and their involvement, how will he/she/they affect the project
Action Items/ Strategies to Influence	Who, What & When is needed to assure that actions are completed

Communication	<ul style="list-style-type: none"> ▪ How: Personal visits and/or phone conversations preferred over email ▪ What: Early on, share overview of the project, seek support & input and answer questions; Ongoing, apprise of the team's challenges, support needed, progress & solutions ▪ Output: Based on level of involvement and expressed needs, determine what, when and how often communication will occur with each of the stakeholders → Communication Plan
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ALTERNATIVELY – Complete the Stakeholder Grid Template:

Steps / Axis	How To
Identify Stakeholders / Name	As above
Power/Influence	Classify Stakeholder into low or high on this axis
Interest/Involvement in Process	Classify Stakeholder into low or high on this axis; Place Stakeholder into appropriate quadrant within the grid
Based on Quadrant, Identify method of dealing with Stakeholder	Complete Communication Plan and Action Plan, based on the quadrant – proceeding with either monitoring, satisfying, engaging or informing

TIPS

- Know your stakeholders, their power/influence over and interest/ involvement in the process and their desires
- Communicate with stakeholders, based on their desires and the teams' needs
- Involve stakeholders in solutions

Template:

- Stakeholder Analysis Table
- Stakeholder Analysis Grid (Alternative Tool)

