

Introduction to Stakeholder MANAGEMENT



A stakeholder is any individual or organisation whose interest may be positively or negatively affected by the project's completion.

Your list of identified stakeholders will include those who are internal or external.

You can use the power and influence metrics to create a Stakeholder Map, which will help you divide your attention most effectively.

YOUR STAKEHOLDERS SHOULD BE PRIORITISED BASED ON THESE METRICS

**How much power they
have over the project**

**How much interest they
have in its completion**

EACH STAKEHOLDER WILL FALL INTO ONE OF THESE FOUR QUADRANTS

Promoter

Latent

Defender

Audience

Each quadrant requires
a different kind of engagement.

