

STAKEHOLDER MAPPING

This template will help you to map out the various stakeholders involved in this project and to decide how best to involve them in the further course of the project.

1

List the different interested parties / stakeholders (in the stakeholders column on p.3). They can be individuals and groups of people (such as employees and certain teams). Your list of stakeholders will most likely include: the working group, the managers and directors, employee representation, the HR or personnel department and the communication department.

2

List the focus and interests the different stakeholders may have (in the interests column on p.3). You can then use this list to make an overall assessment of the stakeholders' interest: high interest, moderate interest or low interest.

3



Assesses the potential impact of the various stakeholders on the project. Put them into one of the following categories: high impact, moderate impact, low impact (in the impact column on p.3).


4

Decide how you will involve each stakeholder in the project based on your analysis of their interest / stake and impact. To do this, use the diagram on p.2. Complete the last column in the schedule on p.3.

INTEREST AND IMPACT MATRIX



POSSIBLE INTEREST 	LOW	MEDIUM	HIGH
POSSIBLE IMPACT 			
LOW	INFORM	INFORM	CONSULT
MEDIUM	INFORM	CONSULT	CONSULT
HIGH	INVOLVE / ENGAGE	INVOLVE / ENGAGE	COLLABORATE



	INTERESTED PARTY / STAKEHOLDER	INTERESTS	IMPACT	STRATEGY FOR INVOLVEMENT
1.				
2.				
3.				
4.				

	INTERESTED PARTY / STAKEHOLDER	INTERESTS	IMPACT	STRATEGY FOR INVOLVEMENT
5.				
6.				
7.				
8.				

	INTERESTED PARTY / STAKEHOLDER	INTERESTS	IMPACT	STRATEGY FOR INVOLVEMENT
9.				
10.				
11.				
12.				