



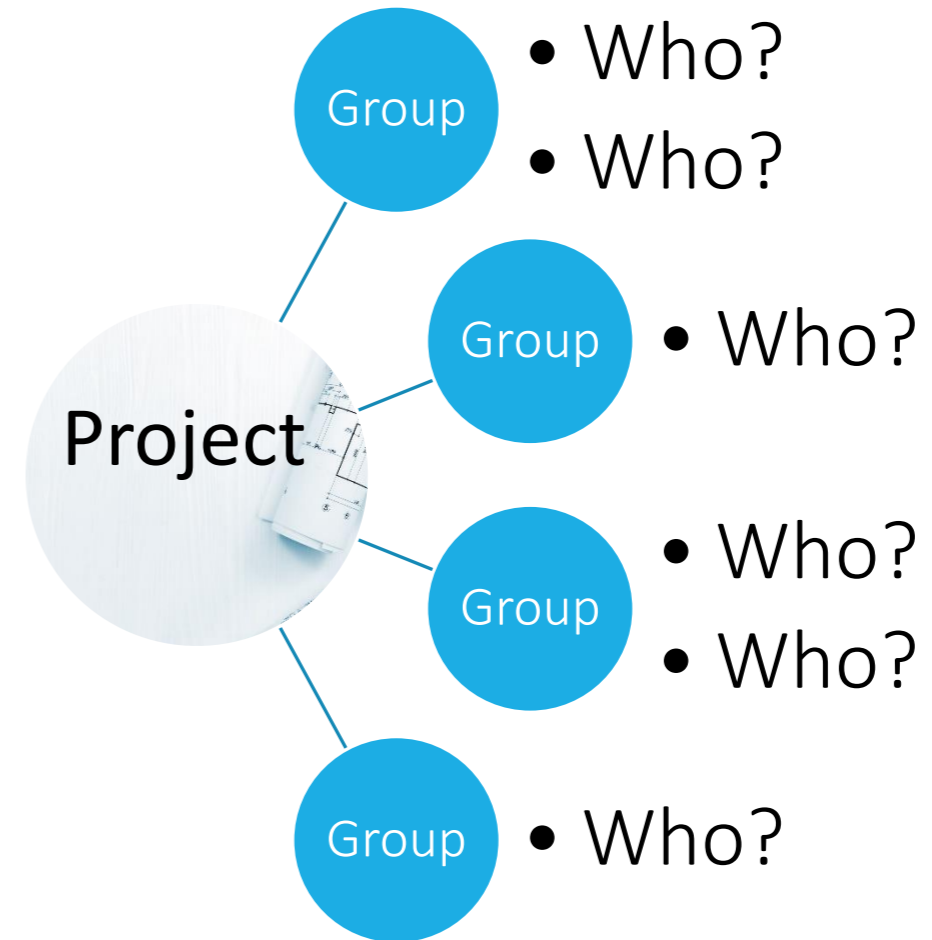
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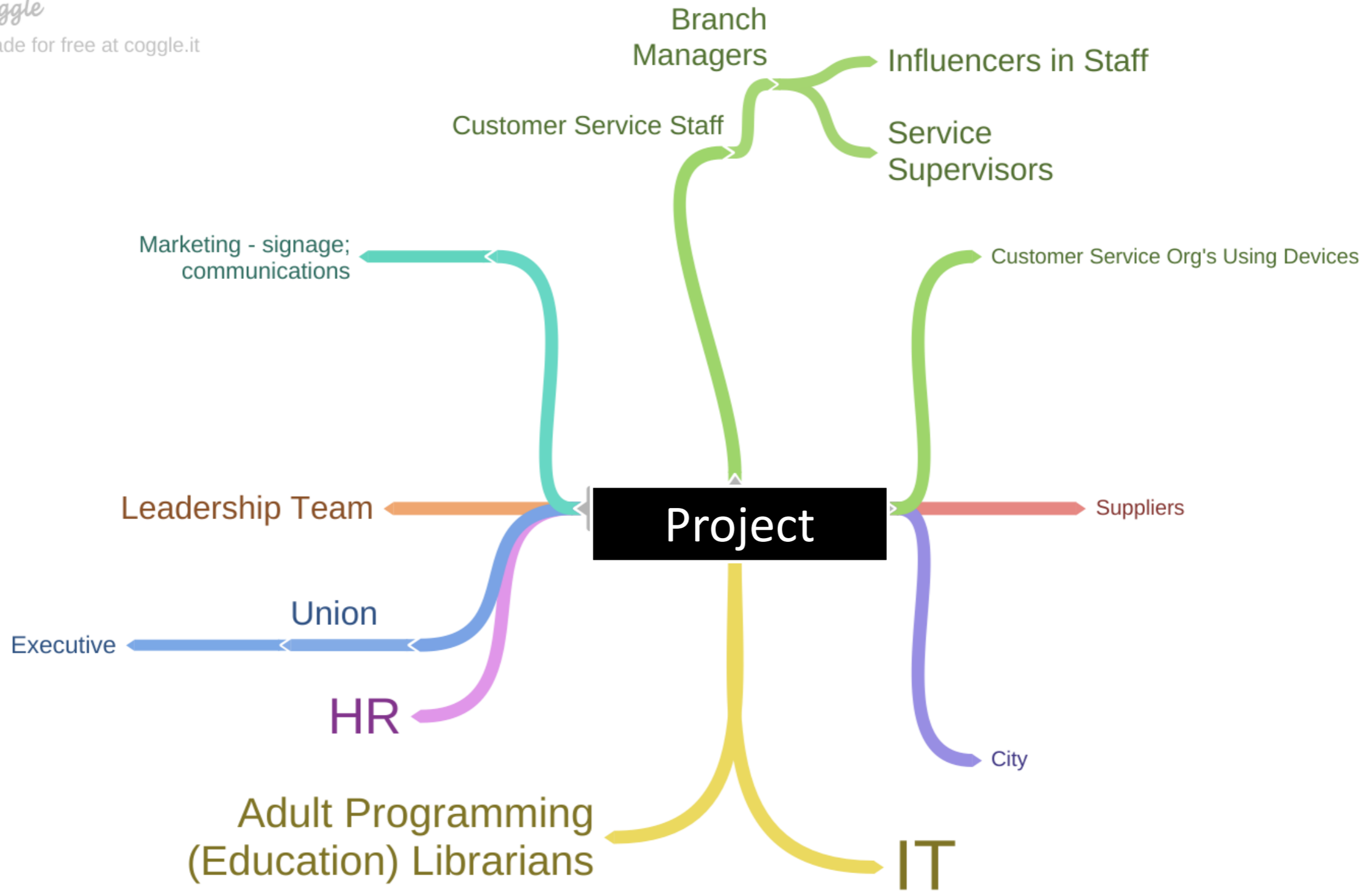
Go to next from now

Project
Management
Basics

Stakeholder Mapping

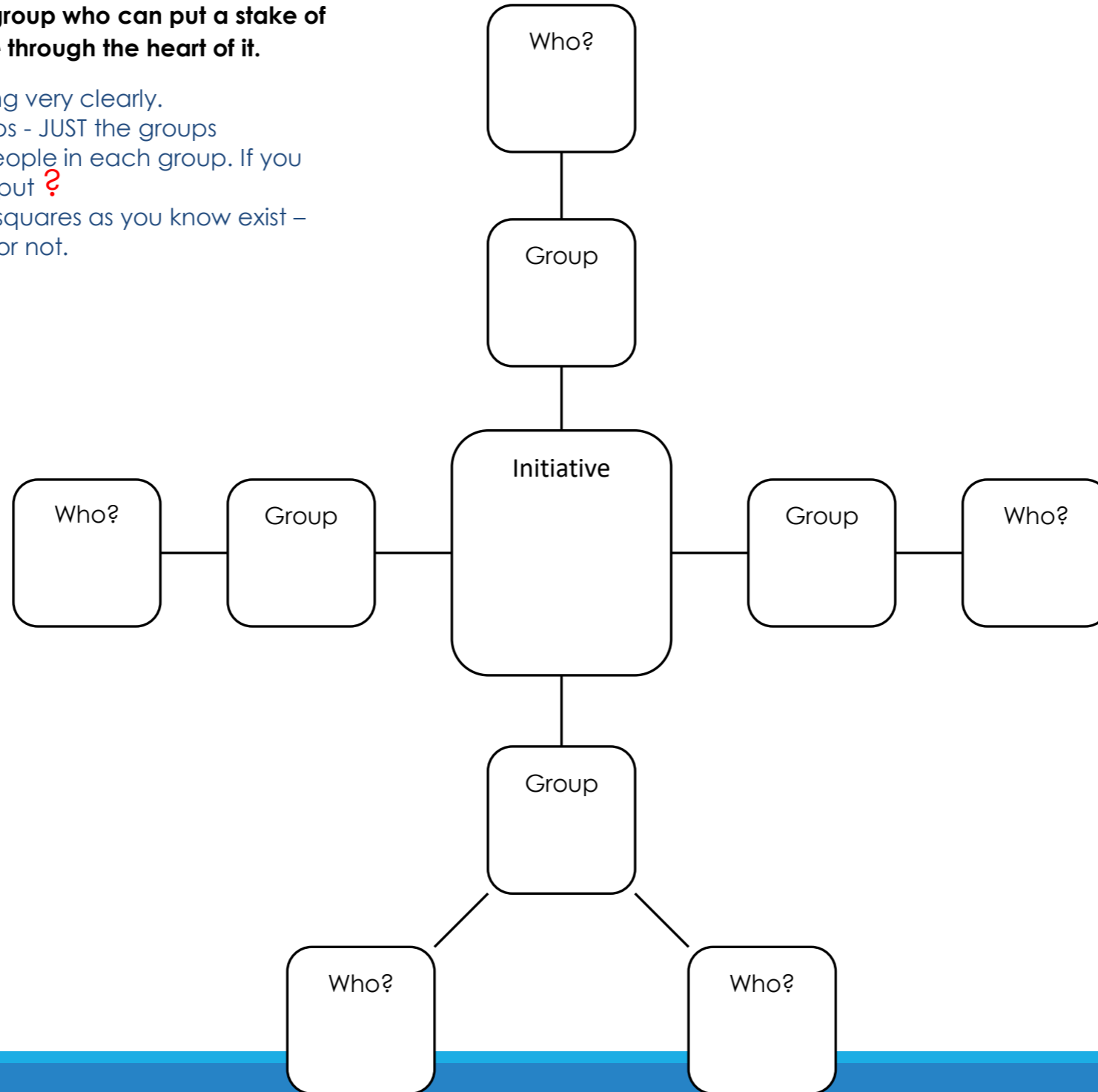
- Analysis technique which helps you:
 - understand your project stakeholders
 - understand their key characteristics, and
 - identify plans for engaging them throughout the duration of your project
 - reduce the chance that you've forgotten some key to your project
- A stakeholder is someone who has a stake in your project or who can put a stake through its heart
- It is anyone who has an interest in your project or with whom you'll need to work with in some way to complete it



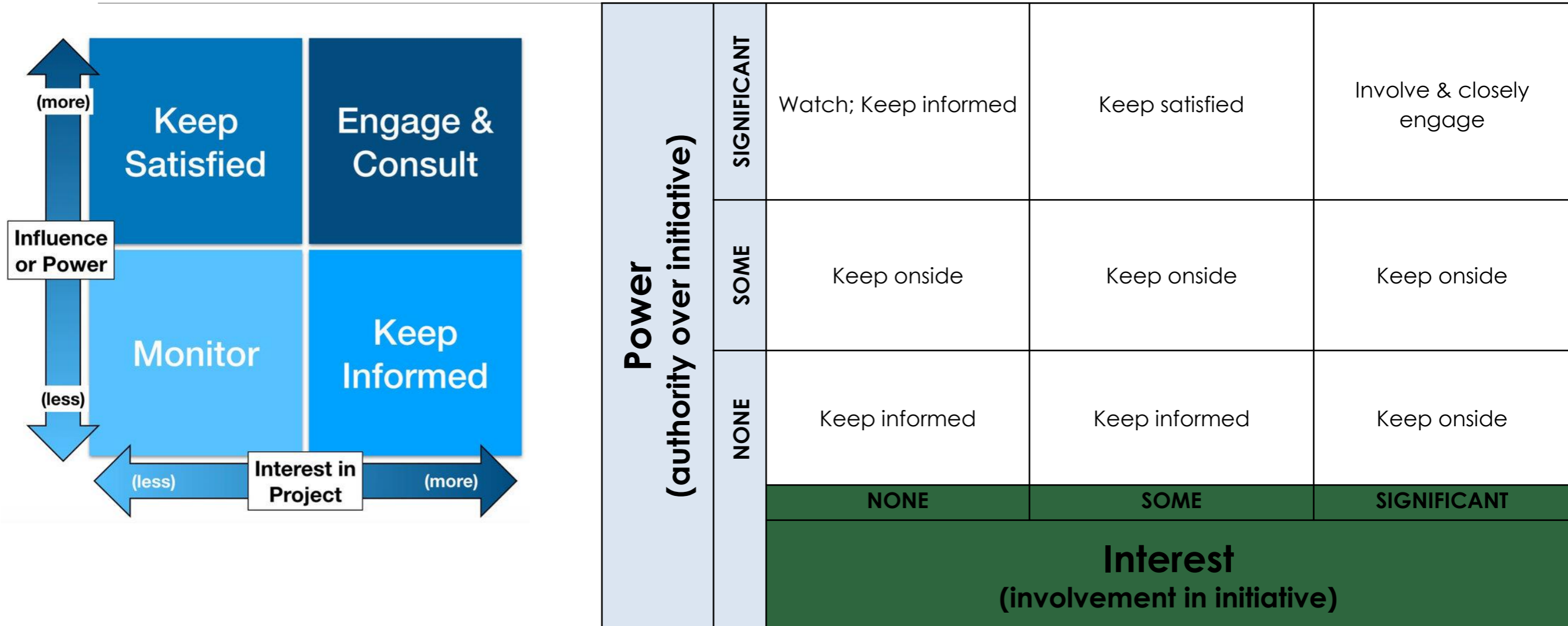


Key Stakeholders: Individual within a group who can put a stake of support under your initiative or a stake through the heart of it.

1. State the initiative you are pursuing very clearly.
2. Identify the key stakeholder groups - JUST the groups
3. THEN identify the names of key people in each group. If you don't know who the people are, put ?
4. Draw as many other "individual" squares as you know exist – whether you know the individual or not.



Stakeholder Analysis: Power Interest Matrix



Power (authority over initiative)	SIGNIFICANT	Watch; Keep informed	Keep satisfied	Involve & closely engage
	SOME	Keep onside	Keep onside	Keep onside
	NONE	Keep informed	Keep informed	Keep informed
		NONE	SOME	SIGNIFICANT
Interest (involvement in initiative)				

Stakeholders: Clarifying the Approach

Name & Position	How well do you know them?	What do you need them to do?	What's in it for them to do this?	What's in the way for them to be involved?

PROJECT: _____ **VERSION:** _____

RESPONSIBILITY MATRIX: RASCI

Prepare a RASCI chart for each major decision or activity of the project. List important decisions and actions down the left side. Put people involved in the appropriate rows. This clarifies roles and prevents blind-siding.

R (Responsible (only one R in each row)); A (Accountable/Approves); S (Supports); C (Consulted); I (Informed (even after the fact))

Activity, Action or Decision	R Who is responsible for this activity or decision?	A Who is ultimately accountable?	S Who needs to support this activity - or decision to make it happen?	C Who must be consulted prior to making the decision or taking the step?	I Who needs to be informed?