



## Template

# Stakeholder Analysis: Power/Interest Grid

This template helps you to map out your stakeholders, and classify them according to their power over your work and their interest in it.

Taking each stakeholder separately, categorize them by plotting them on the matrix using the following criteria:

- **Power.** How likely the stakeholder is to succeed in influencing how the issue is approached.
- **Interest.** The degree to which the stakeholder is interested in the issue under consideration, and likely to attempt to influence how the issue is approached.

The position that you allocate to a stakeholder on the grid then shows you the actions you need to take with them.

- **High power, highly interested people.** Fully engage these people, and make the greatest efforts to satisfy them.
- **High power, less interested people.** Put enough work in with these people to satisfy them, but not so much that they become bored.
- **Low power, highly interested people.** Tell these people what they need to know, and ensure that no major issues arise.
- **Low power, less interested people.** Monitor these people, but don't bore them with too much information.

Refer to the article, Stakeholder Analysis, for more information on how to use the grid.

