Stakeholder Analysis Template

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Stakeholder analysis provides a method for identifying those impacted or potentially impacted by a change effort (or improvement project) and their relative interest and influence on the change process.

The analysis assesses each stakeholder by their:

- relative interest in the project,
- relative power to impact the project, and
- positive or negative view towards the project.

The template provides a mechanism for recording the assessment and documenting a management strategy for each stakeholder.

Benefits of understanding and managing stakeholders include;

- Getting key stakeholder inputs early in the project, gaining their support and improving the quality of the project and its outcomes.
- Support from key stakeholders can lead to better resource support.
- Frequent communication with the stakeholders provides a means for better organization understanding and growing acceptance and support.

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