

# STAKEHOLDER ANALYSIS MATRIX — Power-Interest Grid

Template T-05 · Chapter 5: Stakeholder Management · radimkaufmann.com

POWER ↑	Interest 1 Very Low	Interest 2 Low	Interest 3 Medium	Interest 4 High	Interest 5 Very High	Quadrant
<b>Power 5</b> ★★★★★	<b>KEEP SATISFIED</b> High Power · Low Interest				<b>MANAGE CLOSELY</b> High Power · High Interest	Manage Closely High Power High Interest
<b>Power 4</b> ★★★★						Keep Satisfied High Power Low Interest
Power 3 ★★★						Keep Informed Low Power High Interest
Power 2 ★★						Monitor Low Power Low Interest
Power 1 ★	<b>MONITOR</b> Low Power · Low Interest				<b>KEEP INFORMED</b> Low Power · High Interest	

← Low Interest · INTEREST · High Interest →

## STAKEHOLDER PLACEMENT · List stakeholders and their grid position

#	Stakeholder Name	Power (1-5)	Interest (1-5)	Quadrant	Current Engagement	Action Required	Review C
1	Project Sponsor	5	4	Manage Closely	Supportive	Monthly exec briefing	
2	Customer Ops Mgr	4	5	Manage Closely	Neutral	Weekly status call	
3	IT Head	3	4	Manage Closely	Resistant	Early involvement	

4	End Users	2	4	Keep Informed	Unaware	Training + comms plan	
5	Regulator	5	3	Keep Satisfied	Neutral	Compliance reports	
6	Finance Dept	3	2	Monitor	Neutral	Quarterly updates	

From "Project Management: From Initiation to Closure" by Radim Kaufmann · [radimkaufmann.com](http://radimkaufmann.com) · Free download

## ENGAGEMENT STRATEGIES

Strategy	Frequency	Tools
Actively engage, involve in decisions	Weekly	Steering committee, 1:1 meetings, early sign-off
Keep happy, avoid surprises	Monthly	Executive summaries, milestone reports
Provide updates, gather input	Bi-weekly	Newsletters, workshops, feedback sessions
Minimal effort, watch for changes	Quarterly	Distribution list, general updates

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