Stakeholder management tools

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| --- | --- | --- | --- | --- | --- |
| **STAKEHOLDERS** | **Project aims** | **End results** | **Issues** | **Changes** | **Delivery dates** |
| Project Coordinator |  |  | I | D | D |
| School Champion |  |  |  |  |  |
| Project Partner |  |  |  |  |  |
| Project Team |  |  |  |  |  |
| End users |  |  |  |  |  |

**D = Decision I = Inform**

**Stakeholder mapping - power vs interest. Two similar models.**

Machine generated alternative text:
Low 
Medium 
High 
Importance of the 
Stakeholder to the Project 

|  |  |  |
| --- | --- | --- |
| Influence/power of stakeholders | **Keep satisfied**   * Engage and consult on interest area * Try to increase level of interest * Aim to move into Key Player box | **Key player – manage closely**   * Focus efforts on this group * Involve in decision making * Engage and consult regularly |
| **Keep informed**   * Inform via general communications * Aim to move into Show Consideration box | **Show consideration/keep informed**   * Make use of interest through involvement in low risk areas * Keep involved & consult on interest area – may have useful information * Potential supporter/goodwill ambassador |
|  | Interest of stakeholders | |

**Interactive online version:** <https://www.mindtools.com/pages/article/newPPM_07.htm#Interactive>

**Stakeholder communications plan**

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| --- | --- | --- |
| Stakeholder | When/how often? | How? |
| Project Coordinator | At least weekly  When issues arise | Invite to weekly meetings, send copy of minutes - email  Email, phone call, text |
| School champion | Weekly | Send copy of minutes - email |
|  |  |  |

**Stakeholder review (traffic lights)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Stakeholder name:** | | | |
| **Stakeholder expectations** | **R/A/G** | **Quick wins** | **Longer term issues/concerns** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Use R/A/G to show how well stakeholder feels the project is doing against each criteria. Consider what can be done quickly to please each stakeholder (quick wins) and also what longer term issues they may have.