# Stakeholder Analysis Matrix

*This document outlines a stakeholder analysis matrix used to identify key stakeholders in a project and evaluate their interest and influence. This helps in formulating effective stakeholder engagement strategies to maximize support and minimize resistance to change.*

## Project Overview

**Project Name:** {projectName}

**Project Manager:** {projectManager}

**Project Start Date:** {projectStartDate}

**Project End Date:** {projectEndDate}

## Stakeholder Summary

The following table provides an overview of identified stakeholders, their level of interest and influence, and suggested engagement strategies.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder Name** | **Role/Position** | **Interest Level** | **Influence Level** | **Engagement Strategy** |
| {#stakeholders}{name} | {role} | {interestLevel} | {influenceLevel} | {engagementStrategy}{/stakeholders} |

## Key Stakeholders

The following stakeholders have been identified as key individuals who have a significant impact on project success based on their interest and influence levels.

{#keyStakeholders}

* **{name}** - *{role}*. Interest: {interestLevel}, Influence: {influenceLevel}

{/keyStakeholders}

## Engagement Action Plan

This section outlines specific actions to be taken to engage with stakeholders, including communication frequency and methods.

|  |  |  |  |
| --- | --- | --- | --- |
| **Stakeholder** | **Communication Method** | **Frequency** | **Responsible Person** |
| {#engagementPlan}{stakeholder} | {method} | {frequency} | {responsible}{/engagementPlan} |

## Notes and Observations

{#notes}

* {note}

{/notes}

## Conclusion

Performing stakeholder analysis enables the project team to plan appropriate communications, minimize resistance, and increase support. This matrix will be revisited throughout the project lifecycle to ensure stakeholder alignment with project goals.