

Analyzing Project Stakeholders

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Discussion question



What is the most important thing about stakeholder analysis?

Stakeholder management steps

Analyze stakeholders

1. Brainstorm
2. Prioritize
3. Analyze
4. Plan

Prepare materials

- Talking points
- Presentations
- Memos
- Emails

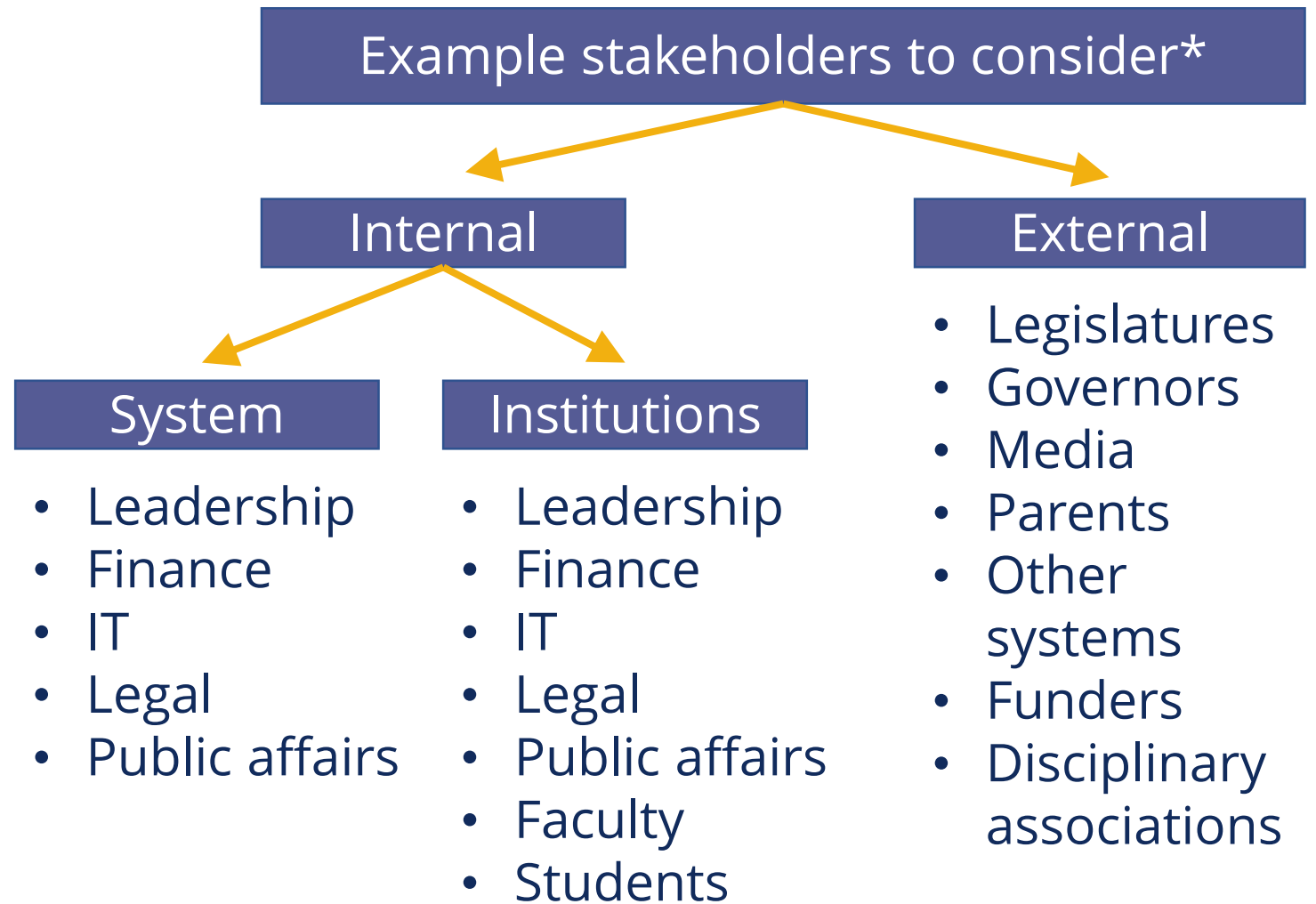
Engage

- Schedule
- Attend meetings & make presentations
- Gather and assess feedback

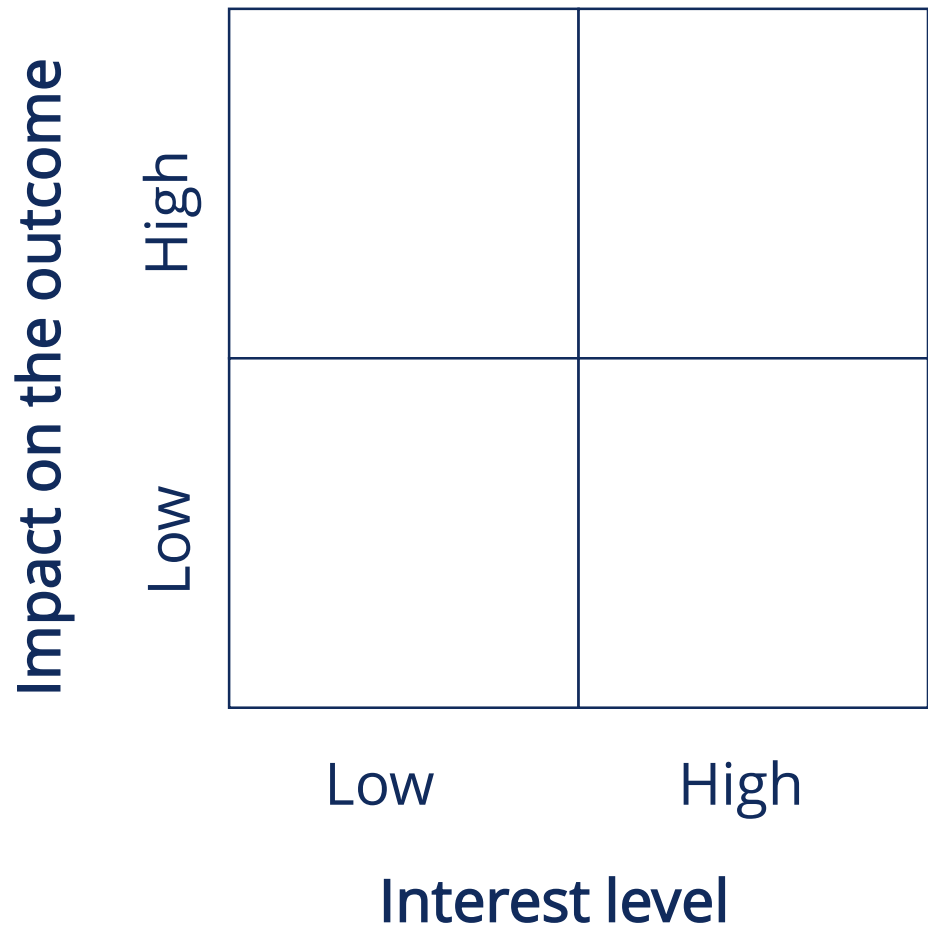
1. Brainstorm

Instructions

- Designate a team scribe for this exercise
- As a team, discuss stakeholders to include
- The scribe will write stakeholder names/groups on each post-it
- Time: *5 minutes*

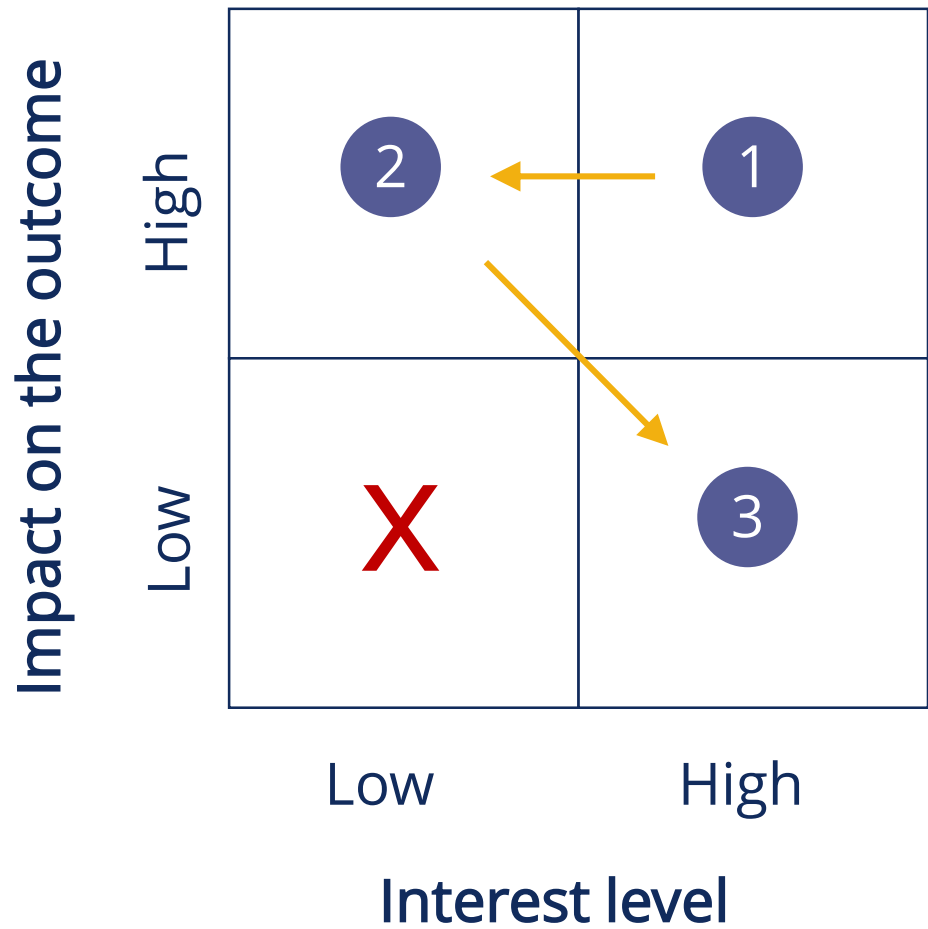


2. A prioritization matrix



What kinds of impact can stakeholders have?

2. How to use it



Stakeholder groups

- 1 Focus on these stakeholders
- 2 How can the team raise the interest of these stakeholders?
- 3 What are lighter-touch ways to reach these stakeholders?

2. Prioritize

Instructions

- Draw the matrix at the right on your team's flip chart
- As a team, discuss where each post-it belongs. Try to reach consensus
- Place the post-its. Show intensity by where the post-its go within each square
- Time: *10 minutes*

Impact on the outcome

High		
Low		

Low

High

Interest level

3. Stakeholder analysis worksheet

Where are they now?

- Knowledge
- Feelings
- Action

Where do they need to be (and by when)?

- Knowledge
- Feelings
- Action

How will we reach them?

- Messages
- Messenger(s) & Frequency
- Materials

3. Analyze

Instructions

- Designate a team scribe for this exercise
- As a team, discuss how to fill out each column for 2-3 high priority stakeholders. Try to reach consensus
- The scribe for this exercise should capture the consensus view of the stakeholders on one worksheet for the group. (Note: everyone else has the handouts for reference, but only the scribe has to fill them out).
- Time: *10 minutes*

Discussion question



What did your team learn from this exercise?

4. Plan

- Take a photo of the matrix!
- Schedule a meeting where the team will finish this analysis (1-3 hours)
 - Fill out the worksheet for remaining stakeholders
 - Revise the prioritization matrix
- Add materials development and outreach responsibilities to the project's workplan
- Schedule a 3-month revisit after the stakeholder plan launches (1-2 hours)

Questions to ask at the 3-month revisit



1. **Workload:** Was the team able to engage all the stakeholders it wanted to engage? Why/why not?
2. **Messaging:** How have stakeholders reacted to messages? Are there tweaks needed?
3. **Strategy:** How have the project's needs changed? Are there stakeholders the team needs to engage more? De-prioritize?

If you have follow-up questions,
please get in touch!



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THANK YOU FOR PARTICIPATING!