



NEED FINDING POWER/INTEREST MATRIX

In this matrix, power refers to how much influence the stakeholder can have on the project), while interest refers to their interest in the issue.

SHARE

FORMAT
Method,
Workshop

TIMEFRAME
1h

**GROUP
SIZE**
1 - 15

**FACILITATION
LEVEL**
Low

REQUIRED MATERIALS
Pen and paper, Post its, (Stakeholder) Importance/Influence Matrix Template in A0
printed 9 (or online) version

STEPS

1
2
3

1 Identify all the relevant stakeholders.

2 After identifying all the relevant stakeholders and noting them in post-its (one stakeholder per post-it), the participants are asked to place the \post-its\ in the grid, taking into account their importance and interest.

3 The position that participants allocate to a stakeholder on the grid shows the actions that are needed to be taken with them. E.g. high power, highly interested people (Manage Closely); you must fully engage these people and make the greatest efforts to satisfy them.

Benefits

This tool can help map the stakeholders' relations (power and interest) to your project to proceed in the best way. Furthermore, it can contribute to understanding what is needed to motivate the stakeholder.

Tips

Stakeholders may have power in a variety of ways. It is crucial to view every stakeholder from different perspectives.

Sources

1. IHS
2. Mayers, J. (2005). Stakeholder power analysis. DOI:10.13140/RG.2.2.22745.57446
3. Mind Tools

DOWNLOAD TOOL

SUPPORTING FILES