

Stakeholder Analysis

Who are your decision makers?

How to use this template

A stakeholder is anyone who:

- Is responsible for the final decision
- Can implement the decision, support implementation, or prevent it from being implemented
- Is likely to be affected by the outcome

Fill out this map before your kickoff meeting. **List each key stakeholder and identify what a ‘win’ looks like for them.** What value or advantage they might get from the project’s success? This helps you:

- Anticipate where conflicts might emerge
- Design your kickoff to surface competing interests early
- Plan conversations that address what each stakeholder actually cares about

Update this map as your project evolves. Stakeholder interests can change as the project moves forward. More than six stakeholders? Create a table in Microsoft Word using this format and create as many stakeholders as needed. Want to learn more about managing your stakeholders? Check out IA’s [Essential Facilitaion™](#).

Stakeholder	What They Care About (Their ‘Win’)