



Company Name - Project Name

Stakeholder Analysis

Stakeholder Group	Key Representative	RACI	Stakeholder interest in this project	Location	Current Mindset	Target Mindset	Importance (H, M, L)	Influence (H, M, L)	Information Desired from the Stakeholder
Executive Sponsor									
Project Steering Committee									
Business Lead									
Project Manager									
Customer Services									
Level 1 Technical Support									
Level 2 Technical Support									
Level 3 Product Support									
RMA									
Order Management									
Data Library									
Sales Operations									
Finance									
Legal Department									
Bid desk									
Order Management Services									
Product Line Management									
Area managers									
Resellers									
End customers									
Software Operations									
Marketing									
Supply Chain Process Operations									
IS Help Desk									
Service Operations									
Applications Operations									
Pivotal Services									



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Document control									
IS Team:									
IT Oracle									
QA Lead									
Development									
Functional Analyst									
Business Analyst									

High: these are the people you must fully engage with to make sure they understand the project, risks and benefits - they need regular updates

Medium: these are people that are impacted by the project and need to have awareness but do not have as much influence on the direction of the project

Low: keep these people adequately informed, give them awareness but do not need to know all the details

Mindset:

NA: No Awareness

A: Awareness

U: Understands

AD: Adopts

OC: Owns Change

Influence (Power) The capacity or ability to accomplish something due to the strength or force stakeholder possesses
Importance

Information Desired by the Stakeholder	Communication Strategy for Stakeholder Support	Frequency
