

Stakeholder Mapping Fundamentals



Practical, repeatable process for identifying, analyzing, and prioritizing project stakeholders



Build a stakeholder register, apply a power-interest grid, and create a communication plan



57% of projects fail due to insufficient stakeholder engagement (PMI)



Mapping reduces misalignment, rework, and resistance



Course path: **core concepts** → **identification** → **analysis** → **prioritization** → **communication** → **maintenance**



What Stakeholder Mapping Really Is



- Systematic identification, analysis, and prioritization of people who affect or are affected by a project
- Stakeholders have a direct stake; interested parties merely observe or hold an opinion
- Skipping mapping causes misaligned expectations, rework, scope creep, and active resistance
- 51% of projects fail due to poor stakeholder engagement throughout the lifecycle
- Mapping is the foundation for communication planning, risk management, and securing buy-in

The Business Case: Why Stakeholder Mapping Matters



- 57% of projects fail due to insufficient stakeholder engagement (PMI)



- 30% of digital transformation failures linked to poor stakeholder alignment



- 33% fail from unclear ownership and governance



- Aligned projects are 3.7x more likely to achieve sustainable growth



- Mapping is risk-reduction and value-delivery, not administration



57%

30%

33%

Core Framework: The Power-Interest Grid



Use the grid to understand stakeholders and tailor engagement with clarity.



Use a 1–5 scale for both dimensions to make placement objective.



- Plot stakeholders on power (influence) vs. interest (care) axes



- Four quadrants: Manage Closely, Keep Satisfied, Keep Informed, Monitor

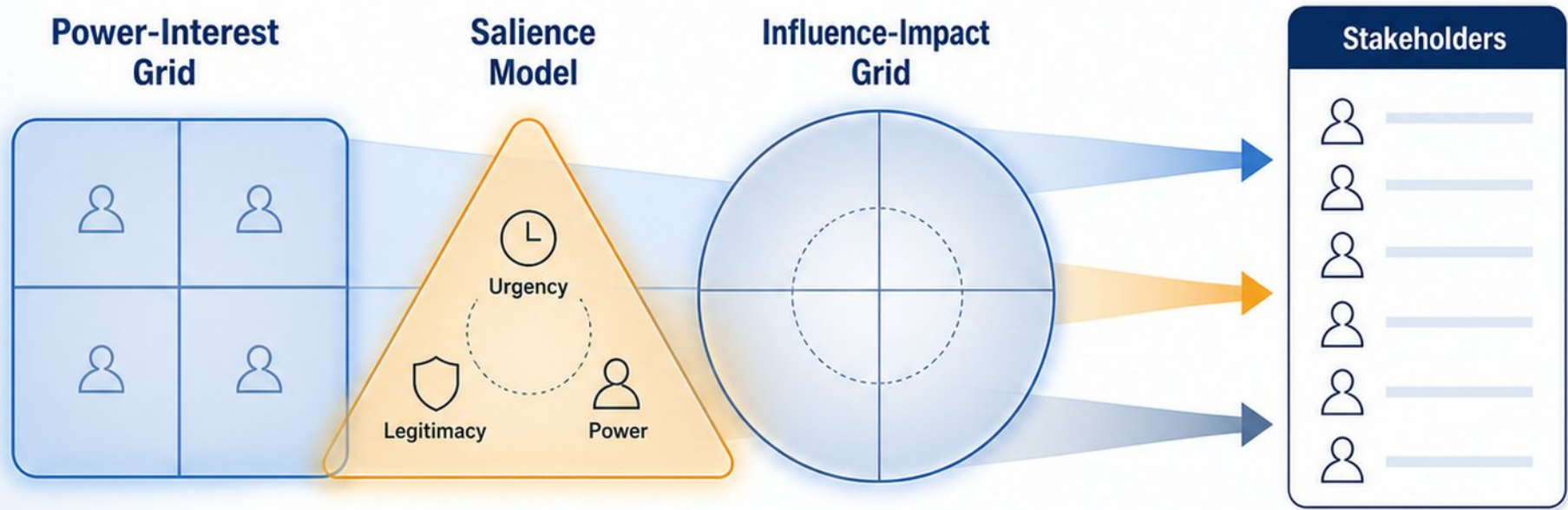


- Use a 1–5 scale for both dimensions to make placement objective



- Forces concrete decisions — prevents over- or under-communication

Beyond the Grid: Complementary Lenses



- Salience Model adds urgency to power and legitimacy, revealing 'definitive stakeholders' needing immediate attention



- Influence-impact and power-urgency-legitimacy grids help when multiple high-power stakeholders compete



- For most projects, the power-interest grid is sufficient; add Salience when demands are time-sensitive



- All frameworks serve one goal: structured prioritization that guides engagement strategy

Step-by-Step Identification



Start with the project charter, scope statement, and organizational chart for formal stakeholders



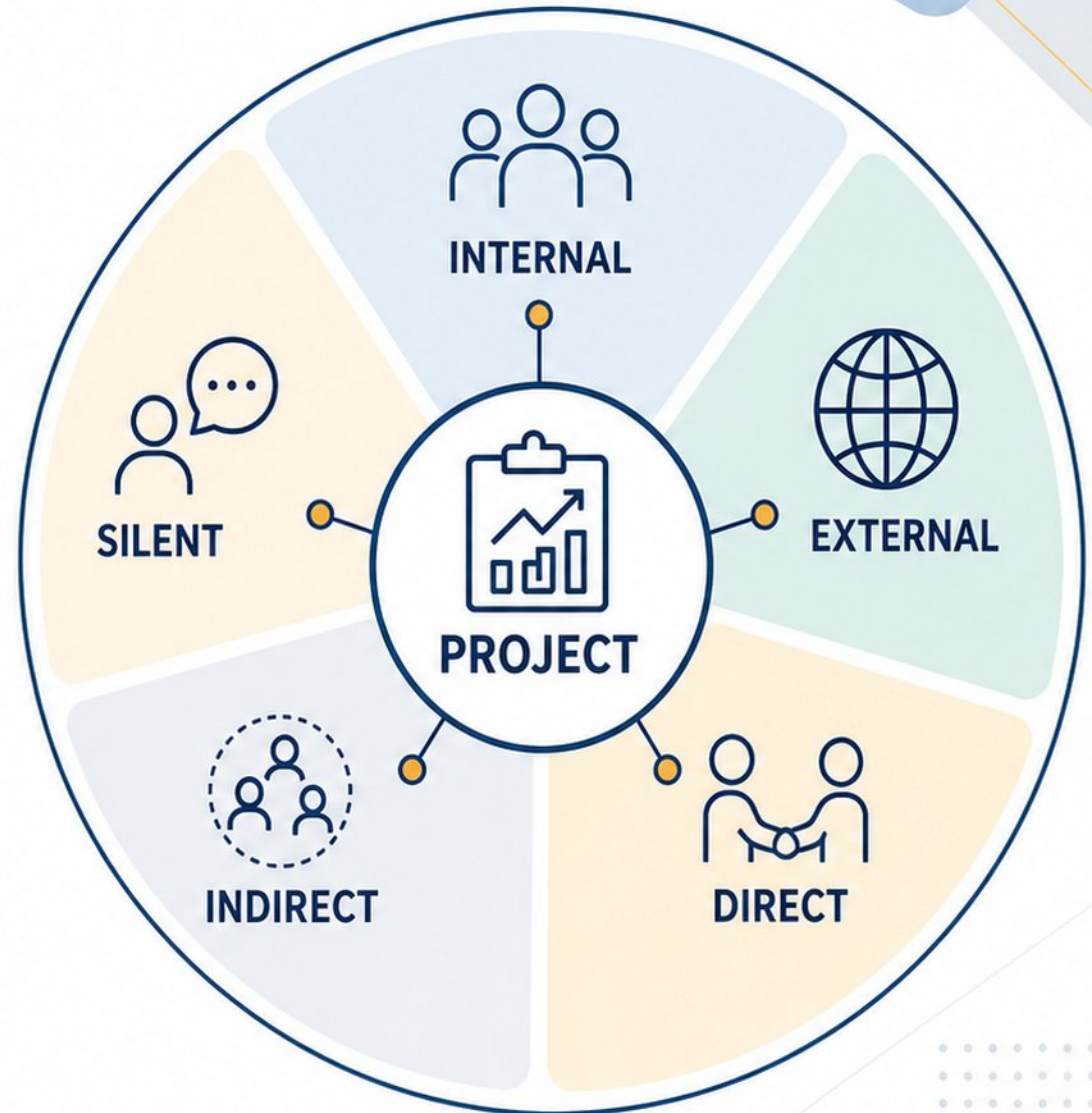
Brainstorm systematically: internal, external, direct, indirect, and silent stakeholders



Use a stakeholder wheel or checklist: who funds, builds, uses, supports, blocks, or amplifies?



Document initial findings in a simple stakeholder register (name, role, category, notes)



Assessing Interests, Expectations, and Influence



“Use interviews to uncover true needs behind stated wants”



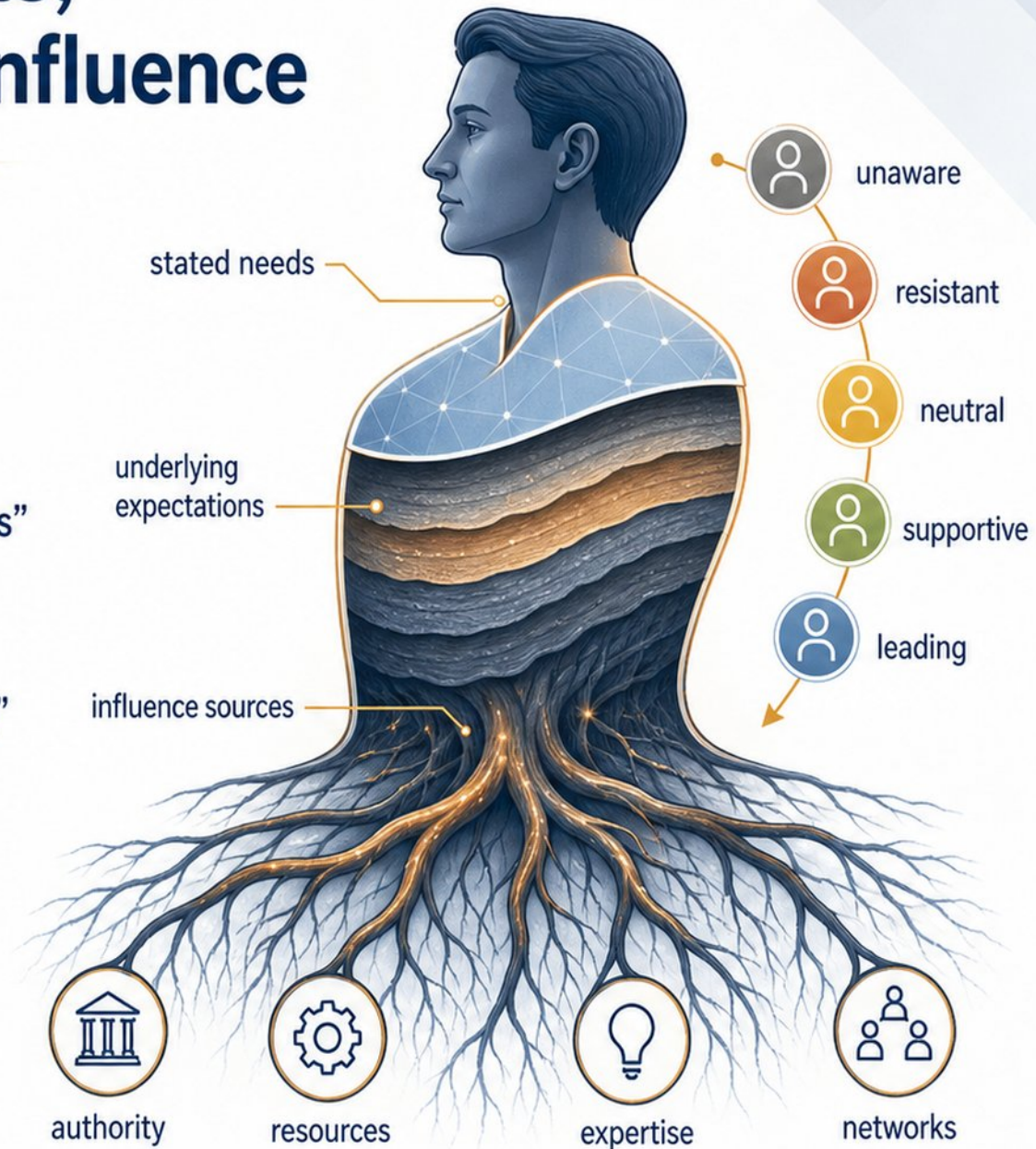
“Assess influence via authority, resources, expertise, and networks”



“Validate assumptions with structured questions and feedback”



“Record current engagement: unaware, resistant, neutral, supportive, or leading”



Prioritization and Engagement Tiers



Group stakeholders into four engagement tiers using the **power-interest grid**



Define target engagement level: **unaware** → **resistant** → **neutral** → **supportive** → **leading**



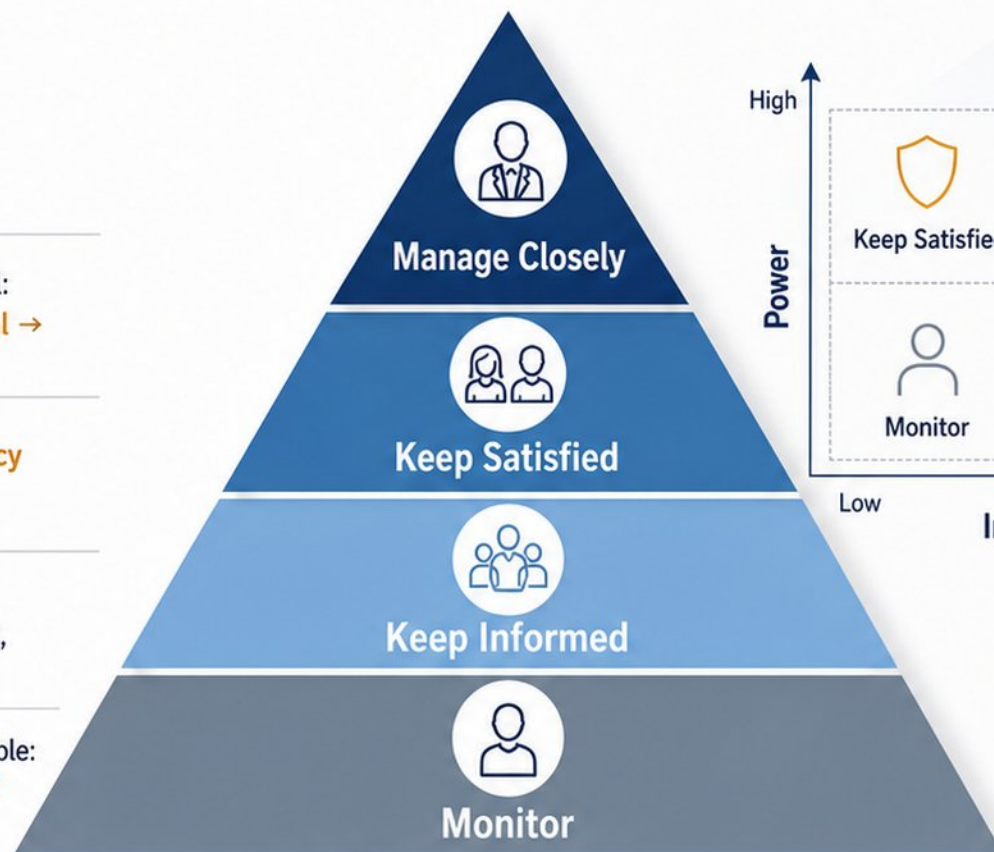
Match **communication frequency** and **method** to each tier



Weekly 1:1s for Tier 1, **monthly summaries** for Tier 2, **regular updates** for Tier 3



Create an engagement strategy table: **stakeholder, current state, desired state, actions, owner, review date**



 Stakeholder	 Current State	 Desired State	 Actions	 Owner	 Review Date

Communication Planning from the Stakeholder Map



- Translate stakeholder needs into communication requirements: what, how often, through which channel, in what format, with what tone



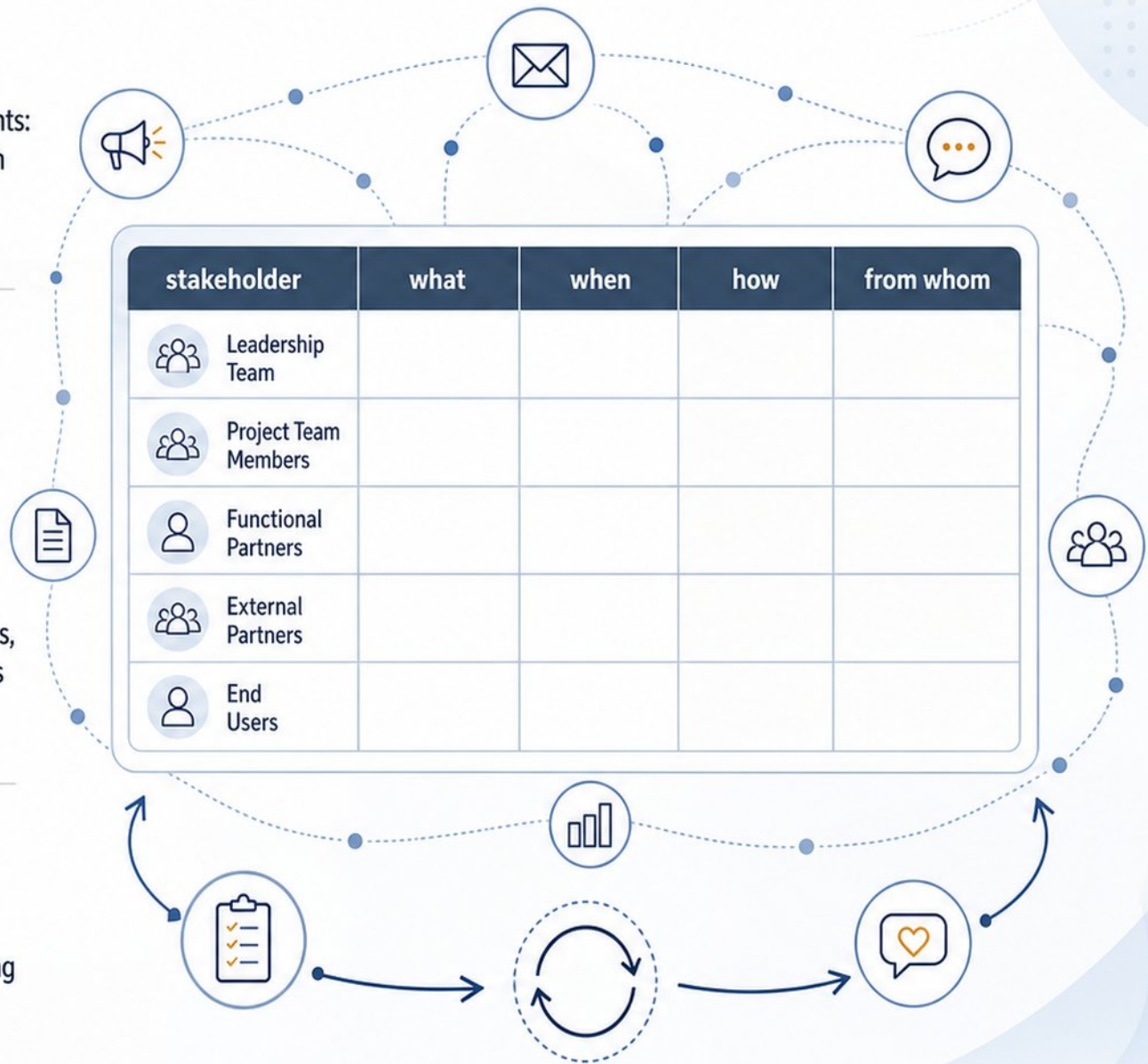
- Build a communication matrix as a structured table mapping who gets what, when, how, and from whom



- Choose channels strategically: synchronous for urgent decisions, asynchronous for status updates and documentation



- Build feedback loops: pulse surveys, check-in questions, and open-door signals to verify communication is working



Maintaining the Map as a Living Document



- Treat the map as a living document, not a one-time deliverable



- Review when phases, personnel, risks, or scope change



- Revisit at each phase transition and at least quarterly



- Assign a clear owner and use lightweight versioning in shared drives



Common Pitfalls and How to Avoid Them

- - Overlooking silent stakeholders with indirect influence causes late-stage rework
- - Assuming stakeholder interests without verification leads to resistance
- - Using a single communication channel ignores diverse audience needs
- - Confusing the stakeholder map with the communication plan
- - Use checklists, cross-functional reviews, and direct validation early



Checklists



Cross-Functional
Reviews



Direct
Validation



Facilitating a 60-Minute Stakeholder Mapping Workshop



AGENDA



- 5-min welcome & goal setting, then 15-min unfiltered stakeholder brainstorm



- 15-min mapping on power-interest grid; discuss disagreements openly



- 15-min defining engagement actions per quadrant



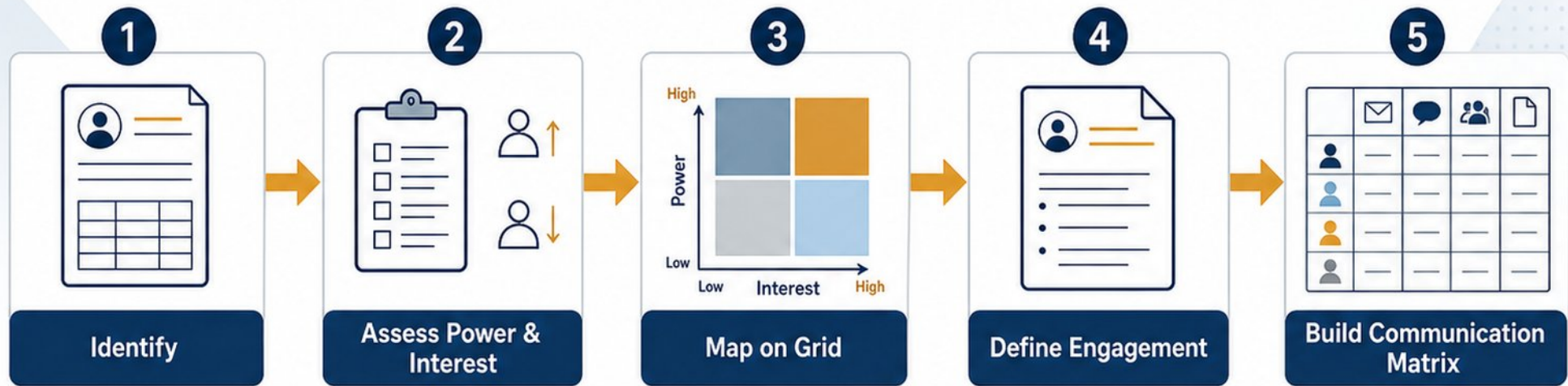
- 10-min assign owners and confirm next-week steps



- Pre-work: invite 4–8 cross-functional participants, prepare grid & sticky notes



Quick-Start Workflow: From Identification to Communication



Stakeholder Register

Stakeholder	Role / Area	Interest	Power	Notes

Power-Interest Grid



Communication Matrix

Stakeholder	Information Needs	Channel	Frequency	Owner / Sender

1→5

5-step workflow: Identify → Assess Power & Interest → Map on Grid → Define Engagement → Build Communication Matrix



Minimum viable templates: Stakeholder Register, Power-Interest Grid, Communication Matrix



Build in Excel, Miro, or PowerPoint in minutes → no special tools required



Assign a map owner and schedule review checkpoints; integrate into project governance cadence

Key Takeaways and Next Steps



51% of projects fail from poor stakeholder engagement throughout the lifecycle



The power-interest grid is your core prioritization tool



Combine identification, analysis, prioritization, and communication planning



Start now: map 5 stakeholders on a power-interest grid this week



Stakeholders

- ✓ Identify
- ✓ Analyze
- ✓ Prioritize
- ✓ Communicate



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