

Stakeholder Mapping Tool

Understanding stakeholders and their influence is key to managing expectations, communication, and support throughout any project or change initiative. This tool helps identify stakeholders, assess their impact, and plan effective engagement strategies.

1. Purpose of This Tool

- ☐ Identify all stakeholders affected by or involved in the project.
- ☐ Assess their level of influence, interest, and potential impact.
- ☐ Develop tailored engagement and communication plans.
- ☐ Reduce resistance and increase collaboration.
- ☐ Build transparency and trust through proactive management.

Tip: Stakeholder management is not about control - it's about understanding and alignment.

2. Stakeholder Identification

Stakeholder Name Role / Position Department / Function Relationship to Project

- ☐ List everyone who can affect or be affected by the project, directly or indirectly.

Tip: Include external stakeholders such as suppliers, partners, and customers.

3. Stakeholder Interest and Influence Assessment

Stakeholder	Interest Level (H/M/L)	Influence Level (H/M/L)	Potential Impact	Current Attitude (Supportive / Neutral / Resistant)
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- ☐ Evaluate each stakeholder based on their involvement and ability to affect outcomes.

Tip: Be honest - underestimating influence can lead to missed risks.

4. Stakeholder Matrix

Quadrant	Description	Engagement Strategy
High Influence / High Interest	Key players – require close management and regular updates.	Collaborate and consult frequently.
High Influence / Low Interest	Keep satisfied – ensure they are informed but not overloaded.	Provide high-level summaries and decision updates.
Low Influence / High Interest	Keep informed – engage through updates and involvement opportunities.	Offer progress reports and invite feedback.
Low Influence / Low Interest	Monitor – maintain awareness with minimal effort.	Provide essential information only.

☐ Plot stakeholders in this matrix to prioritise your communication and engagement activities.

Tip: Review stakeholder positioning regularly as interest and influence can shift over time.

5. Engagement and Communication Plan

Stakeholder Group	Engagement Objective	Key Message	Communication Channel	Frequency	Responsible Person
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☐ Define how and when you will engage each stakeholder group.

Tip: Personalised engagement builds stronger relationships than generic updates.

6. Stakeholder Concerns and Expectations

Stakeholder	Concern / Expectation	Potential Impact on Project	Action or Response	Owner
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☐ Capture and address concerns early to prevent future resistance.

Tip: Listening actively is the fastest way to reduce stakeholder tension.

7. Influence and Support Heat Map (Optional)

Influence Level	Support Level Stakeholders
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High Influence / High Support

High Influence / Low Support

Low Influence / High Support

Low Influence / Low Support

☐ Use a heat map to visualise where support and opposition lie across the organisation.

Tip: Focus energy on turning high-influence resistors into allies.

8. Stakeholder Engagement Timeline

Phase	Engagement Activity Purpose Owner Completion Date
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Initiation

Planning

Implementation

Post-Implementation

☐ Plan how stakeholder engagement evolves across each phase.

Tip: Engagement is a continuous process, not a one-time event.

9. Feedback and Adjustment Log

Date	Feedback Received From Whom	Action Taken	Status
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☐ Regularly record and act on feedback to keep stakeholders aligned.

Tip: Documenting feedback builds credibility and trust.

10. Review and Update Record

Review Date Reviewed By Key Changes Next Review Date

☐ Revisit the stakeholder map regularly, especially during major project milestones.

Tip: Relationships evolve - keep this document live and current.

How to Use This Tool

Use this tool during the planning phase of any project or organisational change. Involve key team members to ensure all stakeholders are represented accurately. Combine it with the Change Impact Assessment and RACI Matrix Template for complete governance and communication planning.

Notes