

Step 5. Power Vs Interest Matrix

Objective:

Categorise your main stakeholders in relation to their power and interest in your project to effectively manage them

Instructions:

1. Copy the main stakeholders identified in the previous steps (the ones with a star) and paste them next to the matrix
2. As a group, discuss each stakeholder individually to understand how much power and interest they have in your project and move them to the identified quadrant.



Proposed time: 30 minutes



Copy the post its with your main stakeholders here

Keep Satisfied

High power, less interested people.

Put enough work in with these people to keep them satisfied, but not so much that they become bored with your message.

Manage Closely

High power, highly interested people

You must fully engage these people, and make the greatest efforts to satisfy them.

Monitor

Low power, less interested people

Again, monitor these people, but don't bore them with excessive communication.

Keep informed

Low power, highly interested people

Adequately inform these people, and talk to them to ensure that no major issues are arising. People in this category can often be very helpful with the detail of your project.

