Your Company Name

Stakeholder Identification List

Date

Revision History

Date	Version	Author	Change

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1   Purpose

The Stakeholder Identification List provides the capability to identify the people that could affect or be affected by any project, to analyze stakeholder's expectations and their impact on the project, and to develop specific strategies and tactics for effectively engaging stakeholders to reflect the stakeholder's interest and involvement in the project.

Stakeholder identification includes the processes required to identify the people, groups and organizations that could affect or be affected by the project, to analyze stakeholder expectations and their impact on the project, and to develop appropriate strategies and tactics for effectively engaging stakeholders in a manner appropriate to the stakeholders' interest and involvement in the project.

Creating an effective plan for managing stakeholders, stakeholders need to be clearly identified and assessed. Stakeholders are identified by performing a stakeholder analysis in which potential stakeholders and relevant information (interests, involvement, influence, and potential impact on project success) are gathered, documented and analyzed.

The Stakeholder Identification List helps ensure that stakeholders are effectively involved in project decisions and execution throughout the lifecycle of the project, by:

- Identifying who the stakeholders are by name, title, potential role, level of knowledge and level of commitment to the project.

- Determining the power and interest of each stakeholder and their impact on the project.

- Managing and controlling the stakeholders continually throughout the project.

2   Questions to be Asked before Completing List

- Who are the people who are interested in the proposed project?

- Who are the potential beneficiaries?

- Who might be adversely affected by the project? Who has constraints about the project?

- Who are the primary drivers and power behind the project?

- Does the individual or organization hold a position by which they can unduly influence the project?

- Does a specific individual or their organization possess any special skills or capabilities that the project will require?

- Have all stakeholders been identified?

- Have all both potential supporters and opponents of the project been identified?

- Are there any new stakeholders who are likely to emerge as a result of the project?

3   Stakeholder Identification

Describe the individual and title, potential role that stakeholder will play, their level of knowledge of the issues, and the level of commitment each stakeholder is willing to engage to support the project.

To "fill in" the table, consider the following:

- *Potential Role – In what issues or activities will the individual participate?*
- *Level of Knowledge – How much does this individual understand the issues involved in the project?*
- *Level of Commitment – To what level will this individual support or oppose the project?*

Name	Title	Potential Role	Level of Knowledge	Level of Commitment
B. Jones	*Manager – Business Group*	*Provides business rules for calculating ROI.*	*Extremely knowledgeable in project – works directly below project sponsor*	*Strongly supports project but hesitant to use offshore resources for development, based on previous experiences.*

4   Power / Interest Determination

List the people, their organization, their power (from a scale of from 1 to 10 where 10 is the highest), their interest in the project (1-10), and their impact on the project (Power Level x interest Level).

Name	Organization	Power Level (1-10)	Interest Level (1-10)	Impact on Project (Power Level x Interest Level)
B. Jones	*Business Group*	*9*	*5*	*45*

5 Stakeholder Engagement

List the people, their organization, and codes in each column ("Unaware" to "Leading" columns) indicating the following:

C = Current Level of Engagement

D = Desired Level of Engagement.

Name	Organization	Unaware	Resistant	Neutral	Supportive	Leading
B. Jones	*Business Group*	*C*	*D*	*C*	*C*	*D*

6 Stakeholder Management

Stakeholder management is used to record stakeholder concerns, significance, and the appropriate strategy to be used to manage each individual based on the Power / Interest Determination and Stakeholder Engagement tables above.

Name	Organization	Concerns	Significance	Management Strategy
B. Jones	*Business Group*	*Skill sets not available with IT to accomplish complex calculations. May need knowledgeable IT Subject Matter Experts (SMEs) from outside resources.*	*This is a key player. Every effort should be exerted to satisfy this individual.*	*Continually communicate efforts that are underway to enhance project team with desired skill set.*