**<Client Name>**

Stakeholder Matrix



# Stakeholder Matrix

We like to go into our stakeholder interviews with a little bit of information about the people we’ll be speaking with. This helps us tailor our questions and can help you get the stakeholder alignment you’ll need moving forward.

Please complete the table on the last page by filling in the following information for each stakeholder you’ll be interviewing:

• Name and title

• Role on the project (see definitions on the next page)

• Type of stakeholder (see definitions on the next page)

• Important information to know about them, such as:

○ What topics are most appropriate to ask them about

○ What might concern them

○ What might get them excited about the project

• Interview details (date, time, location, phone number) if you know them

## Stakeholder Roles

**Project Owner**—This is the person who gets the recognition or takes the fall. There’s usually only one.

**Decision-makers**—These are the people who have a problem that your project can or should solve. They are usually pretty vocal and can approve/veto your work. Don’t forget about financial decision-makers who have a say in whether your project is funded.

**Influencers**—These people have opinions and insight that should be considered, but they don’t have veto power.

**Champions**—These are the people you can count on to evangelize the importance of your project.

**Derailers**—Although these people don’t have official veto power, they can stop the project in its tracks (intentionally or unintentionally). They are often outside the obvious pool-of-project stakeholders but impacted by the project outcomes.

## Stakeholder Types

**Strategic**—Strategic stakeholders are the people who set the vision and goals for your organization, operating area, department, and so on.

**Expert**—Often referred to as subject matter experts (SMEs), expert refers to the people with the domain knowledge related to your products, services, and offerings. It also refers to people with the expertise in your technology and operations.

**Implementers**—These are the people who are responsible for executing your project. Their input is necessary to determine what’s realistic to achieve on what timeline.

**User Proxy**—User proxies have specific knowledge or experience about your users. A common example is customer service representatives.

# Stakeholder Matrix

|  | **Roles** | | | | | **Types** | | | |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Name and Title | Project Owner | Decision-maker | Influencer | Champion | Derailer | Strategic | Expert | Implementer | User Proxy | Interview | Workshop | Topics *What topics should we cover?* | Concerns *What will they be most concerned about?* | Project Pitch *What will sell them on the project?* | Interview Details *When, where, and how will the interview take place?* |
| Robert Downey Operations Director, Marketing |  |  |  | X |  |  |  |  |  |  |  | Importance of content strategy; business goals content should support | Timeline | Having a solid content strategy will help ensure staff are spending their time on tasks that will drive revenue. | June 1  2 PM  BT Conference Line (888.555.5555, passcode 55555) |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Add more rows as necessary.