

# Stakeholder Analysis

|  |                      |  |  |  |  |  |  |  |
|--|----------------------|--|--|--|--|--|--|--|
| <b>Project:</b><br><b>People or Groups Affected:</b><br>Write name in each box to right  |                      |  |  |  |  |  |  |  |
| <b>Is this group a:</b> <ul style="list-style-type: none"> <li>• Promoter Group</li> <li>• Defender Group</li> <li>• Latent Group</li> <li>• Apathetic Group</li> </ul>        |                      |  |  |  |  |  |  |  |
| <b>Perceived Benefit/Loss</b>  |                      |  |  |  |  |  |  |  |
| Put a check (✓) in an appropriate box under each person/group to show how you believe this person/group will respond<br>Green = positive<br>Yellow = neutral<br>Red = negative |                      |  |  |  |  |  |  |  |
| <b>Level of Commitment</b>   | Enthusiastic Support |  |  |  |  |  |  |  |
|  | Will Help It Work    |  |  |  |  |  |  |  |
|  | Compliant            |  |  |  |  |  |  |  |
|  | Hesitant             |  |  |  |  |  |  |  |
|  | Indifferent          |  |  |  |  |  |  |  |
|  | Uncooperative        |  |  |  |  |  |  |  |
|  | Opposed              |  |  |  |  |  |  |  |
|  | Hostile              |  |  |  |  |  |  |  |