

STAKEHOLDER POWER/INTEREST MATRIX - INSTRUCTIONS

This spreadsheet helps you analyze and categorize stakeholders based on their Power and Interest.

WHAT IS THE POWER/INTEREST MATRIX?

A 2x2 framework that categorizes stakeholders by:

- POWER (Influence): Can they significantly help or hinder the project?
- INTEREST (Engagement): How much do they care about this project?

THE FOUR QUADRANTS:

1. HIGH POWER + HIGH INTEREST → Manage Closely (RED)

- These are your KEY PLAYERS
- Frequent updates, involve in decisions, address concerns immediately
- Example: Product Manager, Executive Sponsor

2. HIGH POWER + LOW INTEREST → Keep Satisfied (ORANGE)

- These have INFLUENCE but delegate
- Regular updates, don't overwhelm with details, focus on big picture
- Example: CFO, Senior Leadership

3. LOW POWER + HIGH INTEREST → Keep Informed (GREEN)

- These are ENGAGED but limited influence
- Periodic updates, channels for feedback, respect their expertise
- Example: Fraud Analysts (end users), Domain Experts

4. LOW POWER + LOW INTEREST → Monitor (GRAY)

- These are PERIPHERAL
- Minimal effort, keep aware of project, don't ignore completely

- Example: Adjacent teams with tangential interest

HOW TO USE THIS SPREADSHEET:

STEP 1: Go to 'Stakeholder List' sheet

- List all your stakeholders
- Rate their POWER (1-5: 1=Low, 5=High)
- Rate their INTEREST (1-5: 1=Low, 5=High)
- Quadrant auto-assigns based on ratings

STEP 2: Review 'Matrix Visualization' sheet

- See stakeholders plotted on 2x2 matrix
- Colored by quadrant
- Visual representation of stakeholder landscape

STEP 3: Use 'Engagement Strategy' sheet

- Detailed engagement approach for each stakeholder
- Specific actions based on quadrant
- Track communication and touchpoints

RATING GUIDELINES:

Power (Can they help or hinder?):

- 5 = Can approve/block, control budget/resources, organizational authority
- 4 = Significant influence on decisions, respected opinion
- 3 = Moderate influence, consulted on important matters
- 2 = Limited influence, peripheral to project
- 1 = No influence on project outcomes

Interest (How much do they care?):

5 = Highly engaged, frequently asks questions, strong opinions

4 = Very interested, active participation

3 = Moderately interested, attends key meetings

2 = Low interest, delegates to others

1 = Minimal interest, only aware project exists

THRESHOLD FOR QUADRANTS:

- High = Rating ≥ 3
- Low = Rating < 3

This means a stakeholder rated (3,3) is in the HIGH POWER + HIGH INTEREST quadrant.

TIPS:

- ✓ Be honest in ratings - don't over or underestimate
- ✓ Revisit quarterly - power and interest change over time
- ✓ Use for communication planning - allocate effort accordingly
- ✓ Share with team - alignment on stakeholder landscape
- ✓ Focus most energy on High Power + High Interest quadrant

STAKEHOLDER POWER/INTEREST ANALYSIS

Project: Credit Card Fraud Detection Model

Stakeholder Name	Role/Organization	Power (1-5)	Interest (1-5)	Quadrant	Engagement Strategy	Notes
Michael Chen	VP Fraud & Risk (Executive Sponsor)	5	5	High Power + High Interest	Manage Closely	Budget approval, go/no-go authority
Priya Patel	Product Manager	5	5	High Power + High Interest	Manage Closely	Day-to-day project leadership
Sarah Chen	Lead Data Scientist	4	5	High Power + High Interest	Manage Closely	Technical leadership
Marcus Lee	ML Engineer	4	5	High Power + High Interest	Manage Closely	Deployment and infrastructure
CFO Office	Finance Leadership	4	2	High Power + Low Interest	Keep Satisfied	Cost oversight, budget approval
Amanda Zhang	Security Lead	4	2	High Power + Low Interest	Keep Satisfied	Security review required for prod
Jennifer Park	Legal Counsel	4	2	High Power + Low Interest	Keep Satisfied	Compliance sign-off required
Dr. James Wilson	Fraud Operations Manager	3	5	High Power + High Interest	Keep Informed	End user, domain expert
Fraud Analyst Team	End Users (5 analysts)	2	5	Low Power + High Interest	Keep Informed	Will use model daily
Kevin Rodriguez	Data Engineer	3	4	High Power + High Interest	Keep Informed	Data pipeline support
Platform Team	ML Infrastructure	3	3	High Power + High Interest	Keep Informed	Shared services provider
Customer Service	Adjacent Team	2	2	Low Power + Low Interest	Monitor	Peripherally affected by fraud
Marketing Team	Adjacent Team	1	2	Low Power + Low Interest	Monitor	Aware of project, minimal involvement

QUADRANT SUMMARY

High Power + High Interest (Manage Closely):	7 stakeholders
High Power + Low Interest (Keep Satisfied):	3 stakeholders
Low Power + High Interest (Keep Informed):	1 stakeholders
Low Power + Low Interest (Monitor):	2 stakeholders

POWER/INTEREST MATRIX

	LOW INTEREST	HIGH INTEREST
HIGH POWER	KEEP SATISFIED <ul style="list-style-type: none"> • Regular updates • Don't overwhelm • Focus on big picture <p>Examples:</p> <ul style="list-style-type: none"> • CFO • Security Lead • Legal Counsel 	MANAGE CLOSELY <ul style="list-style-type: none"> • Frequent updates • Involve in decisions • Address concerns ASAP <p>Examples:</p> <ul style="list-style-type: none"> • Executive Sponsor • Product Manager • Tech Leads
LOW POWER	MONITOR <ul style="list-style-type: none"> • Minimal effort • Keep aware • Don't ignore <p>Examples:</p> <ul style="list-style-type: none"> • Adjacent teams • Peripheral stakeholders 	KEEP INFORMED <ul style="list-style-type: none"> • Periodic updates • Channels for feedback • Respect expertise <p>Examples:</p> <ul style="list-style-type: none"> • End users • Domain experts • Support teams

KEY INSIGHT:

Focus most time and energy on HIGH POWER + HIGH INTEREST stakeholders (red quadrant).

Different stakeholders need different engagement strategies.

Don't treat everyone the same - customize your communication approach.

STAKEHOLDER ENGAGEMENT STRATEGY

Stakeholder	Quadrant	Update Frequency	Communication Channel	Last Contact	Next Touchpoint
Michael Chen	Manage Closely	Monthly	Email summary + quarterly in-person	2024-03-10	2024-04-15
Priya Patel	Manage Closely	Daily	Standup + Slack + weekly 1-on-1	2024-03-15	2024-03-16
Sarah Chen	Manage Closely	Daily	Standup + Slack + ad-hoc	2024-03-15	2024-03-16
Marcus Lee	Manage Closely	Daily	Standup + Slack + technical sync	2024-03-15	2024-03-16
CFO Office	Keep Satisfied	Quarterly	Email summary + budget reviews	2024-01-15	2024-04-15
Amanda Zhang	Keep Satisfied	As-needed	Email for security reviews	2024-03-05	2024-04-20
Jennifer Park	Keep Satisfied	As-needed	Email for compliance questions	2024-03-02	2024-04-18
Dr. James Wilson	Keep Informed	Weekly	Weekly check-in + demos	2024-03-14	2024-03-21
Fraud Analyst Team	Keep Informed	Bi-weekly	Group demo + training sessions	2024-03-10	2024-03-25
Kevin Rodriguez	Keep Informed	Weekly	Technical sync + Slack	2024-03-14	2024-03-21
Platform Team	Keep Informed	Monthly	Email update + quarterly planning	2024-03-01	2024-04-01
Customer Service	Monitor	Quarterly	Email FYI	2024-01-15	2024-04-15
Marketing Team	Monitor	Annual	Email FYI	2024-01-15	2025-01-15