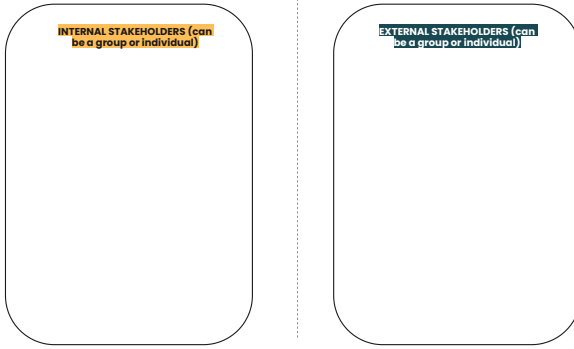


WHO ARE THE STAKEHOLDERS?



Step 1 - Identify your stakeholders

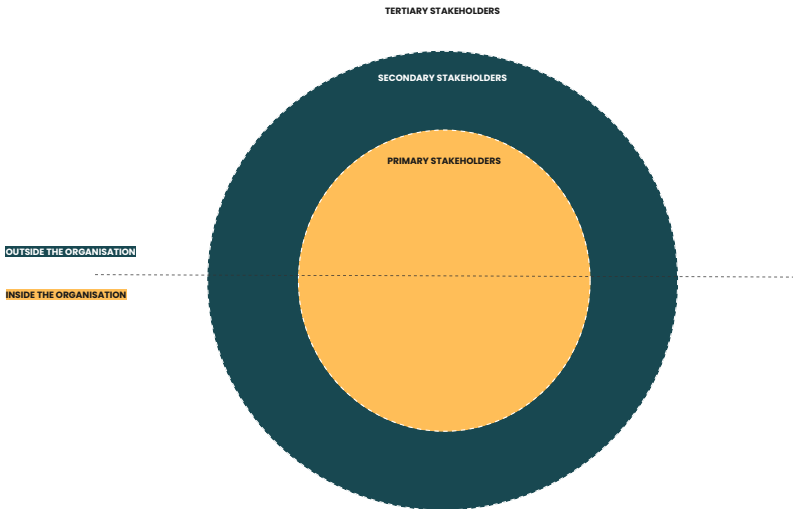
Internal stakeholders – List people or groups directly involved in your project/organization's daily operations and decisions (e.g., team members, management)

External stakeholders – List people or groups outside your organization who are affected by or can influence your project (e.g., customers, suppliers)



INTERACTIVE AGILE INSIGHTS

LEVEL OF INVOLVEMENT OF STAKEHOLDERS & INTERACTIONS



Step 2 - Assess stakeholder involvement

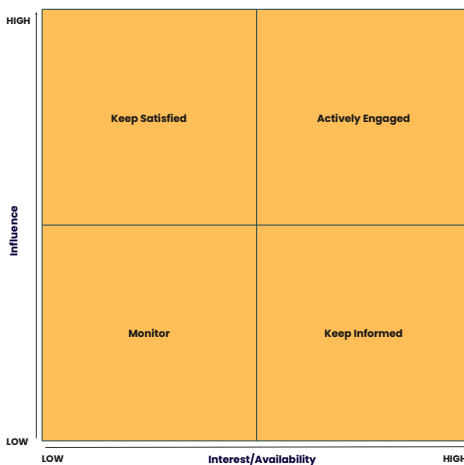
Map each stakeholder based on their level of impact:

- **Primary:** Direct impact and high power (immediate decision-makers and users)
- **Secondary:** Indirect impact but still important (interested parties who influence decisions)
- **Tertiary:** Potential or occasional impact (observers and advisors)



INTERACTIVE AGILE INSIGHTS

INTEREST vs INFLUENCE MATRIX



Step 3 - Map interest vs influence

Sort stakeholders into:

1. **Actively Engaged (High Interest/High Influence)**
Meet often & include in key decisions
2. **Keep Satisfied (Low Interest/High Influence)**
Regular updates & gather feedback
3. **Keep Informed (High Interest/Low Influence)**
Share periodic updates
4. **Monitor (Low Interest/Low Influence)**
Update on major milestones only



INTERACTIVE AGILE INSIGHTS