Stakeholder Mapping & Influence Grid Cheat Sheet

**What is Stakeholder Mapping?**  
Stakeholder mapping helps you identify everyone who can affect or is affected by your project, and work out how much power and interest they have. The Influence Grid helps you plan who to keep informed, who to involve closely, and where to focus your energy.  
  
**How to use this sheet:**1. List your key stakeholders (people, groups, organisations).  
2. For each, rate their interest and influence (high or low).  
3. Place each in the right grid box and note how you'll manage the relationship.

Stakeholder List & Ratings:

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| --- | --- | --- | --- |
| Stakeholder | Role/Group | Interest (H/L) | Influence (H/L) |
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Influence/Interest Grid:

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| --- | --- | --- |
| Level of Influence | Level of Need | Level of Relationship |
| High Influence | Keep Satisfied | Manage Closely |
| Low Influence | Monitor (Minimal Effort) | Keep Informed |

Tip: Review your grid. Are you spending the right amount of time on the most powerful or interested stakeholders? Where should you focus your effort to get buy-in or reduce risks?

* **High Influence, High Interest (Manage Closely):**  
  These are your most important stakeholders. Involve them in decisions, communicate regularly, and listen to their feedback—they can make or break your project.
* **High Influence, Low Interest (Keep Satisfied):**  
  These people have power, but don’t care much about the details. Make sure they’re happy and don’t become unhappy, but don’t overload them with info.
* **Low Influence, High Interest (Keep Informed):**  
  These stakeholders care a lot but don’t have much power. Keep them updated and listen to their concerns—they can help build support.
* **Low Influence, Low Interest (Monitor/Minimal Effort):**  
  These people aren’t very interested and don’t have much power. Just keep an eye on them and don’t spend too much time here.

**Why Use This Grid?**

* To avoid wasting time on the wrong people.
* To make sure powerful stakeholders don’t block your project.
* To keep supporters engaged.
* To manage communication and priorities smartly.