Project/ Initiative Stakeholder Analysis

- **Side Player: keep satisfied**
  - Add names of groups or individuals here

- **Observer: monitor**
  - Add names of groups or individuals here

- **Supporter: keep informed**
  - Add names of groups or individuals here

- ***Key Player: manage closely***
  - Add names of groups or individuals here

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**High Influence, High Interest**
- Has high influence and high interest in the project
- Is a potential change agent for the project
- Engage them in the decision process and provide communication venues

**High Influence, Low Interest**
- Has high influence but low interest in the project
- Is a person you may want to recruit by increasing their engagement and interest and gain their support in influencing others to support the project

**Low Influence, High Interest**
- Has low-medium influence but high interest in the project
- Keep them informed so they can help influence others and be supportive

**Low Influence, Low Interest**
- Has low-medium influence and interest in the project
- Is a person to update regularly and try to increase their interest and support of the project

**Low Influence, High Interest**
- Has high influence but low interest in the project
- Is a person you may want to recruit by increasing their engagement and interest and gain their support in influencing others to support the project