STAKEHOLDER ANALYSIS

Stakeholder analysis is the process of identifying individuals or groups that are likely to affect or be affected by a proposed action, and determining their potential impact on the action or what impact the action could have on them. This information is used to assess how the interests of those stakeholders should be addressed in a project, policy, program, or other action.

Stakeholder analysis involves analyzing the attitudes of individuals towards something (most frequently a project). It is frequently used during the preparation phase of a project to assess the attitudes regarding potential changes. Stakeholder analysis can be done once or on a regular basis to track changes in stakeholder attitudes over time.

A stakeholder is any person or organization, who can be positively or negatively impacted by, or cause an impact on a process. For CEQI we have divided out stakeholders into the following roles:

- Customers of the process
- Process owners
- Decision makers/approvers
- Target of the change
- Interested party
- Supplier to the process

The stakeholder analysis has the goal of developing cooperation between the stakeholder and the project team and, ultimately, assuring successful outcomes for the project. Stakeholder analysis is performed when there is a need to clarify the consequences of envisaged changes, or at the start of new projects and in connection with organizational changes generally. It is important to identify all stakeholders for the purpose of identifying their success criteria and turning these into quality goals.

A stakeholder analysis can be conducted using the following matrix. Steps in the process are:

- Develop the list of stakeholders
- Determine their role related to the process
- Gauge their current and needed level of buy in to the proposed change
- Determine the gap
- Identify a strategy to be used to close the gap