2.3 Stakeholder Analysis and Segmentation

This grid identifies the groups who can affect the project or are affected by the project according to:

- **Level of influence** defines their breadth of power and influence in the project.
- **Impact** indicates the degree to which they will be impacted directly by the project.
- **Level of support** identifies their anticipated support and commitment toward the success of the project.
- **Level of project engagement required** identifies the intensity and type of engagement required during the project. This may vary by project phase.

Stakeholder Group	Level of influence	Impact	Current level of support	Context & major issues or concerns	Level of engagement required	Approach/ strategy for involvement	Relationship manager

Level of influence
1 = No decision making authority or influence
2 = Some influence but not critical
3 = Influencer but no decision making authority
4 = Medium level of influence and decision making authority
5 = High level of influence and decision making authority

Impact
1 = Low
2 = Medium
3 = High

Current level of support
1 = Negative
2 = Resistant
3 = Compliant
4 = Interested
5 = Positive