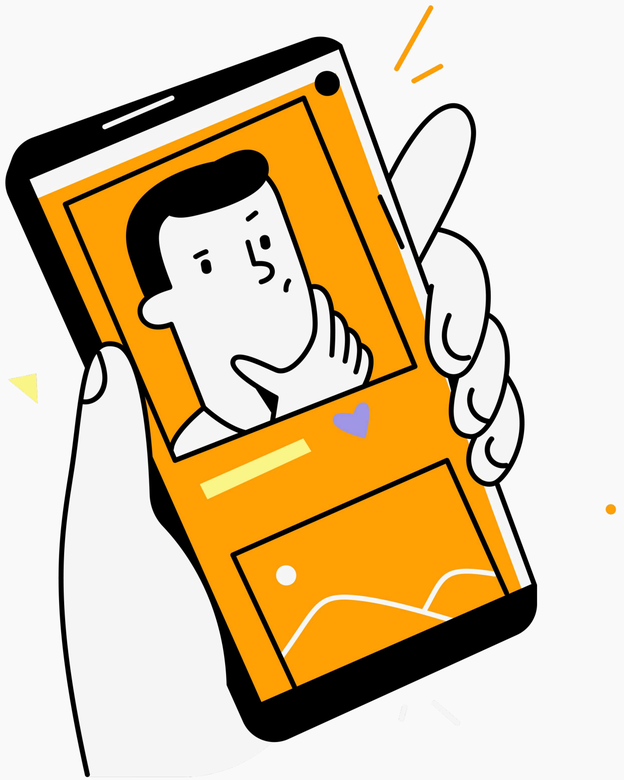
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Managing stakeholders

A company is a vast ecosystem of interests.
Every interested party is a stakeholder!



Stakeholders can make our work easier, support us, or even slow us down and create obstacles. It all depends on **their interest and influence**.
That's why it's crucial to identify them and know how to handle each case.
Below, you'll find an **exercise** to help you do just that! 👇

01 Write down a goal or project you're working on. Identify **5 to 8 key people involved**—managers, colleagues, or team members.

02 Assign each person a score from 0 to 10 for their **interest in the project's success and their power to influence it**.

03 Draw a Cartesian plane with the **X-axis** (low → high interest) and the **Y-axis** (low → high power).

Place each stakeholder in the **appropriate quadrant**:

Low interest, low power → Monitor with minimal effort.

Low interest, high power → Keep them satisfied to avoid issues.

High interest, low power → Keep them informed; they can be valuable allies.

High interest, high power → Manage closely; they are critical to success.

Complete the exercise on the back of the page! →

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Managing stakeholders

Materials Needed: This sheet of paper and a pen.

