

THE STAKEHOLDER ANALYSIS

Stakeholder	1	2	3	4	5
Name					
Role in your business (e.g., resource provider, regulator, competitor, etc.)					
Interests/concerns					
Influencers (individuals or organisations that have the power to influence this stakeholder)					
Your value proposition to this stakeholder					
Reason why this stakeholder should support you (e.g., help in realizing tasks, avoiding problems, etc.). Don't be surprised that competitors help each other too)					
Reason why this stakeholder may oppose you					
Desired support from this stakeholder (note that letting you alone when he/she has incentives/can cause you trouble is also a form of support)					
Your mechanism to reach out to this stakeholder (e.g. face-to-face meeting, social media, online petition, tradeshow, etc.)					
Frequency of communication with this stakeholder					
Goal of the communication (inform, consult, engage, etc.)					
Other pertinent information with regards to this specific stakeholder					