Free Stakeholder Mapping & Assessment Checklist

This checklist is designed to help you perform a complete stakeholder assessment and mapping. Follow the steps below to ensure you identify, analyze, and engage your stakeholders effectively.

1. Identify Stakeholders

☐ Brainstorm a list of all stakeholders (internal and external).

☐ Group stakeholders into categories (employees, leadership, customers, suppliers, regulators, community).

☐ Validate your list with team members to avoid missing key groups.

2. Gather Stakeholder Data

☐ Collect details on each stakeholder's role, interests, and concerns.

☐ Assess their influence or power over the project outcome.

☐ Note their preferred communication methods (email, meetings, reports, etc.).

3. Analyze Influence and Interest

☐ Place stakeholders on an Influence–Interest Matrix.

☐ Identify stakeholders who need close management (High Influence + High Interest).

☐ Determine who requires minimal effort (Low Influence + Low Interest).

4. Prioritize Stakeholders

☐ Rank stakeholders (High, Medium, Low priority).

☐ Confirm alignment of priorities with project goals and resources.

☐ Document rationale for prioritization decisions.

5. Develop Engagement Strategies

☐ Create tailored engagement strategies for each group.

☐ Decide communication frequency and format (e.g., weekly meetings, monthly updates).

☐ Assign a team member responsible for managing each stakeholder group.

6. Monitor and Update Regularly

☐ Review the stakeholder map periodically to capture changes.

☐ Adjust strategies based on shifting priorities or influence levels.

☐ Capture lessons learned for use in future stakeholder assessments.

7. Stakeholder Mapping Table Template

Use this table as a template to document your stakeholders.

Stakeholder Name/Group	Role/Category	Level of Interest	Level of Influence	Engagement Strategy
Executive Sponsor	Leadership	High	High	Weekly briefings
End Users (Employees)	Internal Staff	High	Medium	Training sessions, feedback loops
Regulators	External Compliance	Medium	High	Compliance reports

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