

## 5 Steps for Stakeholder Management



## Answer the “WHO” questions

- Who** will be affected by your project, positively or negatively?
- Who** will need to change what they do on a daily basis?
- Who** has influence with the group(s) you just named?
- Who** has authority over those groups?
- Who** has an interest in your project?
- Who** will help you plan and execute the project?
- Who** wants your project to be successful?
- Who** wants your project to fail?
- Who** are your internal and external stakeholders?

