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Name: Stakeholder Analysis: Importance vs. Influence Matrix

Goal: *To identify, map and prioritize stakeholders and to capture the degree of influence and level of interest of each of them over the issue at stake.*

Short Description

An « *Importance vs. Influence Matrix* » helps to map out stakeholders and their relation to the issue at stake. The analysis generates insights on the importance and influence of each stakeholder and helps to develop a specific strategy for the identified stakeholders. It should be used at the beginning of a project and can be repeated several times.

Step-by-Step Guidance

1. Identify and list the most important stakeholders in your project / program.
2. Draw 4 quadrants and the two named axes (see template)
 - a. Importance: The priority given to satisfying the needs / interests of each person
 - b. Influence: The power a stakeholder has to facilitate or impede the achievement of an activity's objective. The extent to which the stakeholder can influence others.
3. After filling out the matrix, several conclusions can be made Group A requires special initiatives to protect their interest, Group B are the « ideal stakeholders » which is why we should create a good relationship with them, Group C can be given less priority and Group D should be carefully

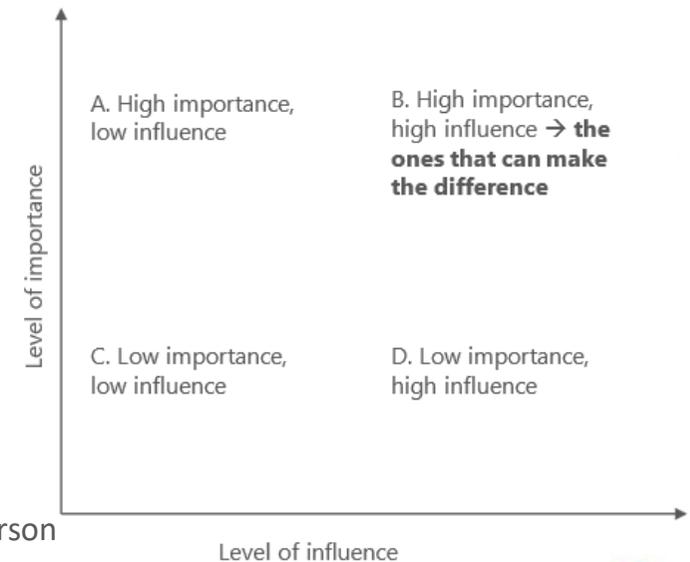
Template to fill out

Figure 2: Stakeholder analysis template

