

# 27. Stakeholder analysis

# Purpose, participants and application

- **Purpose**

- To establish an overview of the internal and external stakeholders who are either part of the company or upon whom the company depends, and then plan the involvement of these.
- The analysis contributes to ensuring effective implementation of changes by defining roles and responsibilities for the communication aimed at creating engagement and involvement.

- **Participants**

- Carried out by individuals with in-depth knowledge of the company's internal and external partners, customers, suppliers, etc.

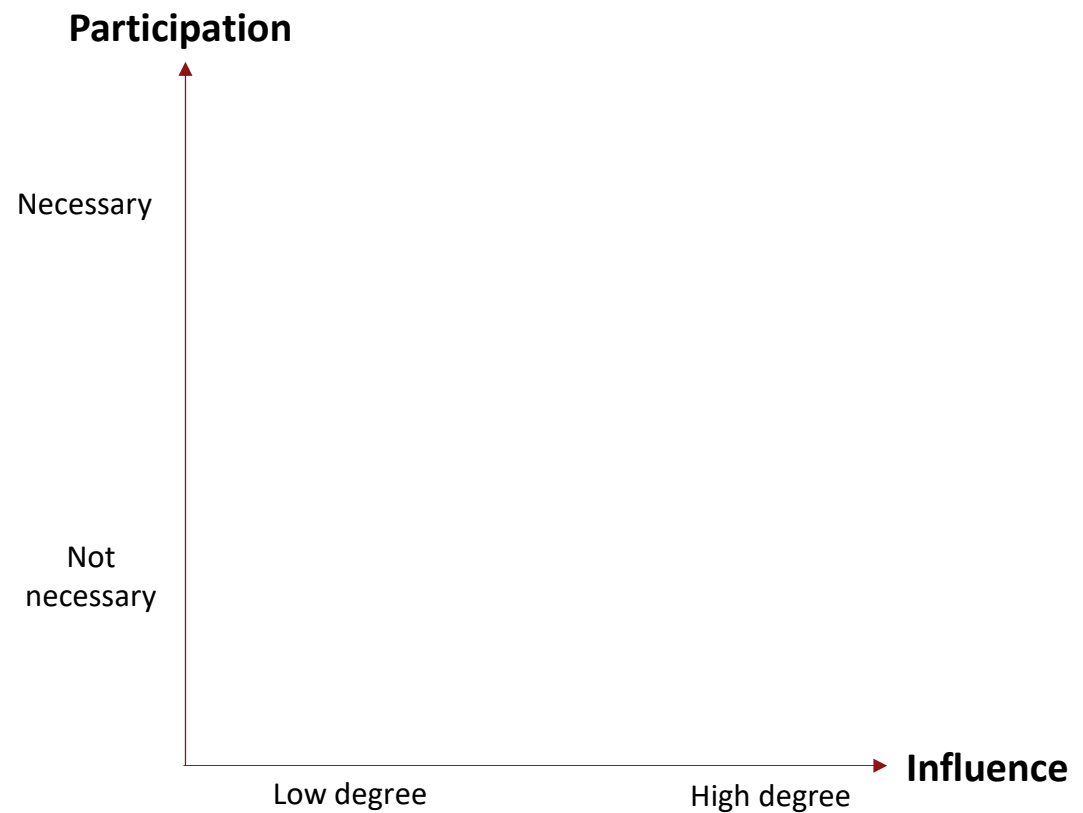
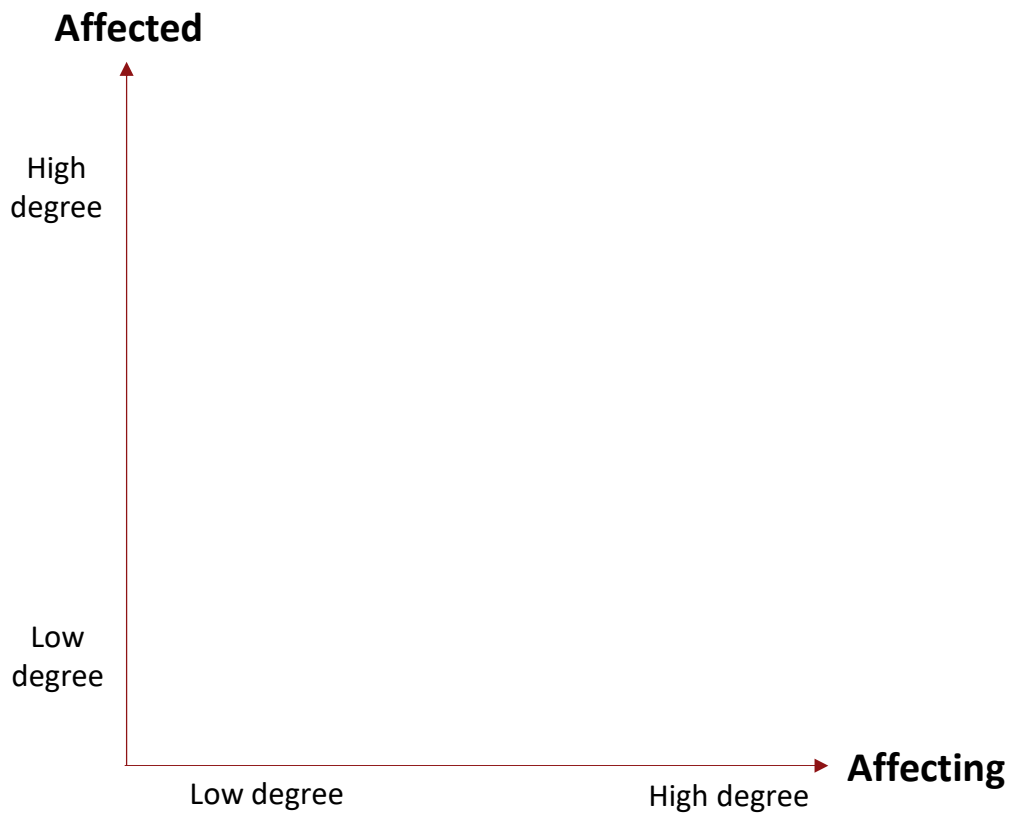
- **Application**

- Should be done continuously.

# Procedure

- Identification of stakeholders.
- Clarify the stakeholders' influence.
- Clarify the stakeholders' success criteria.
- Are there hidden agendas?
- Who decides what?

# Examples of stakeholder matrices



# Examples of stakeholder success criteria

- Low price, minimal resource usage.
- Latest technology.
- User-friendliness.
- Ease of learning.
- Introduction of new features.
- High operational reliability.
- Good tools.
- Streamlining of workflows.

# Stakeholder management

Stakeholder	Affecting	Affected	Action	Responsible
Strategic supplier	High degree	Some degree	Continuous communication	Procurement manager