TOOL DESCRIPTION

Project Environment Analysis

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The Project Environment Analysis tool helps you to navigate project success, visualizing your stakeholder universe and emotions so you can develop an effective strategy and achieve seamless execution.

The Project Environment Analysis tool is a visual representation technique you can use to map out the project landscape by placing the project at the center of the picture and surrounding it with various stakeholders.

Each stakeholder is depicted with their respective connections to the project, such as influence, dependencies and interactions.

Additionally, the tool incorporates stakeholders' emotions or attitudes toward the project, providing insights into their level of engagement, support or resistance.

By visually illustrating the project ecosystem and stakeholder dynamics, this tool helps project teams gain a comprehensive understanding of the project's context, identify key influencers and potential barriers, and develop targeted strategies for managing stakeholder relationships effectively.

Duration	**Participants**	**Facilitation**
60–90 min	project team, sponsor	no special material needed

SOURCE: *Several*

Project Environment Analysis | **Process**

Collect all relevant stakeholders
10 min

First, it is important to list all relevant stakeholders who play a role in the change project:

- Who is affected by the change process?

Evaluate stakeholders
30 min

On a scale of 0–5, estimate how much influence each stakeholder will have on the project. Then estimate how high the stakeholder's interest in the project will be on a scale of 0 to 5. Then focus on the emotions you expect each stakeholder to have by answering the following questions:

- What is the expected communicative atmosphere?
- What is the expected intensity of communication?

Use the enclosed template to collect the information.

Draw the picture
15 min

In this step, you will draw a picture based on your findings from the previous step:

- Influence/power is indicated by the size of the circles.
- Interest is indicated by the distance between the stakeholder and the project: 0 – very far away, 5 – very close.
- Intensity of communication is indicated by the number of lines (0–1: 1 line, 2–3: 2 lines, 4–5: 3 lines).
- Communication atmosphere is indicated by the corresponding symbols:

Communicative atmosphere

- *Good*
- *Varied*
- Charged with conflict
- No communications

Evaluate results
5 min

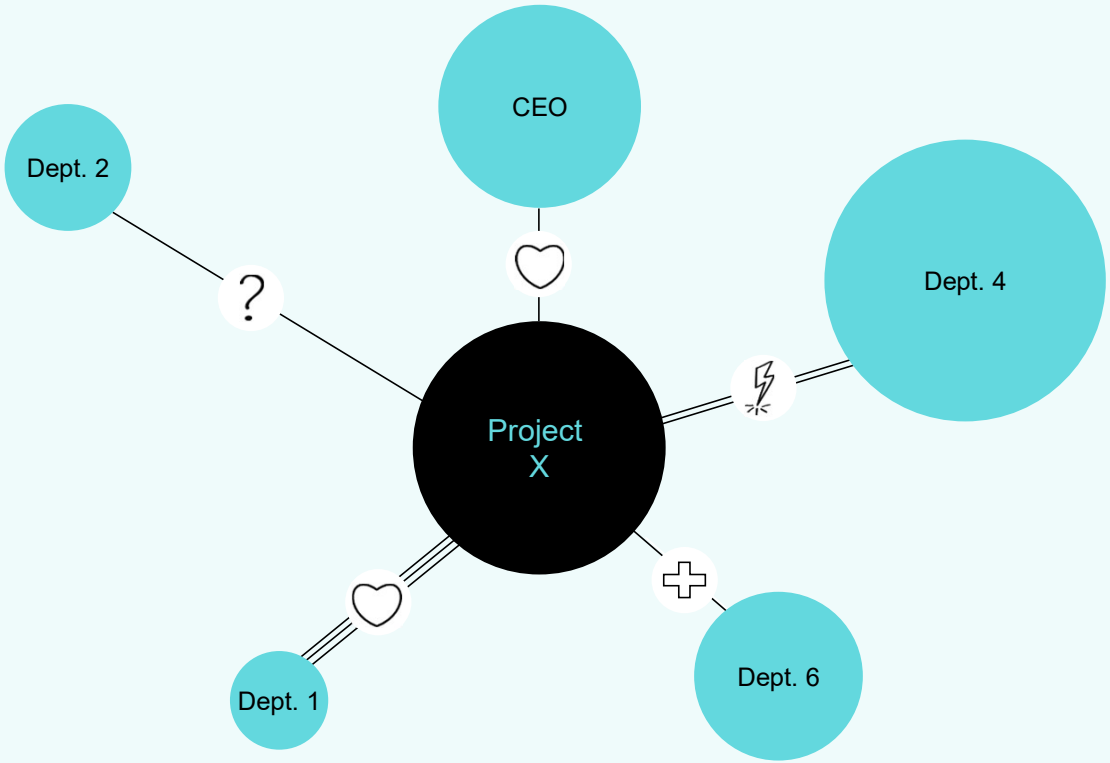
The final step is to evaluate which actions can be taken for which stakeholders.

- Which stakeholder should/could be more interested in….? How could we achieve that?
- Who will we add to our project team?
- Who do we need to add to the steering committee?
- How will we keep other stakeholders up to date?

Project Environment Analysis | **Template**

Stakeholder	Influence (0–5)	Interest (0–5)	Expected communicative atmosphere	Expected intensity of communication

Project Environment Analysis | **Template**



How do stakeholders view the project?

Influence, power

Reflected by size of circle

"Interest in project x"

Distance from project x

Intensity of communications

Low
Medium
High

Communicative atmosphere

Good
Varied
Charged with conflict
No communications