Stakeholder Portfolio

Integrated Consulting Group

Use the Stakeholder Portfolio to master your change initiative by knowing your stakeholders inside out.

Change initiatives require a conscious effort to approach internal and external stakeholders, as it becomes increasingly important to move beyond the narrow confines of the organizational unit.

Establishing an explicit role for your stakeholders in a change process not only promotes the acceptance and implementation of results but also enhances the substantive quality of the proposed solutions.

For this reason, we address the role of stakeholders when we consider where (i.e., at what point) and when (i.e., at what stage) in the change (process) they should be involved. We use the Stakeholder Portfolio tool to accomplish this.

By using the Stakeholder Portfolio tool, you can identify stakeholders comprehensively and achieve transparency regarding their interests and potential influence on the process. This information serves as a basis for establishing the change and communication steps.

Duration	Participants	Facilitation
60–90 min	project team, sponsor	large-scale printed templates for use in a workshop setting

Stakeholder Portfolio │ **Process**

Collect all relevant stakeholders 10 min	Evaluate stakeholders 30 min	Fill in the matrix 15 min	Evaluation 15 min
First, it is important to list all relevant stakeholders who will play a role in the change initiative: ● Who will be/is being affected by the change process? ● Also find people who are not obvious but are relevant for the success of the change.	On a scale of 0 to 5, estimate how much influence each stakeholder will have on the project. 0: no influence at all 5: very high influence Then estimate how high the stakeholder's interest in the project will be on a scale of 0 to 5. 0: no interest or neutral 5: very high interest (+/-) Use the enclosed template to collect this information.	In this step, enter your stakeholder into the matrix (see template). Each important stakeholder is marked with a circle.	As a final step, evaluate which actions can be taken for which stakeholders by asking: ● What can we do to better understand the needs and interests of important people? ● Which stakeholder should/could be more interested in...? How could we achieve that? ● How can we move more stakeholders to the upper right-hand box? ● Who will we invite to be part of our project team or steering team? ● How will we keep other stakeholders up to date?

Stakeholder Portfolio | **Template**

Stakeholder	Influence (0–5)	Interest (0–5)

Stakeholder Portfolio | **Template**

INFLUENCE

high **5**

0 low

0 low

INTEREST in Change

high **5**