

Stakeholder Analysis: Identify Stakeholders

- ▶ Brainstorm stakeholders:
 - Who is affected?
 - Who has power or influence?
 - Who has an interest in success or failure?

Source: MindTools, Stakeholder Analysis. Adapted from Mendelow, A.L. (1981). 'Environmental Scanning - The Impact of the Stakeholder Concept,' ICIS 1981 Proceedings, 20.

Stakeholder Analysis: Prioritize Stakeholders



Source: MindTools, Stakeholder Analysis. Adapted from Mendelow, A.L. (1981). 'Environmental Scanning - The Impact of the Stakeholder Concept,' ICIS 1981 Proceedings, 20.