Stakeholder Role/Title

DEMOGRAPHICS

Age

Gender

Education

Income

Employment

GOAL ALIGNMENT

Aligned

Goals that don't significantly impact the project, organization, or project (although they may become relevant later)

Neutral

Goals that don't significantly impact the project, organization, or project (although they may become relevant later)

Conflicting

Goals that may be problematic for the relationship, organization, or project, and require careful management or even compromise

RISKS/CHALLENGES

Note down any potential risks and challenges that may arise during the project or engagement based on what you already know about your stakeholder, including their influence, relationships, and goals.

INFLUENCE / INTEREST

Level of influence:

High / Med / Low

NOTABLE RELATIONSHIPS

Based on your engagement so far, or what you know about your stakeholder's role or position, note down any key relationships or interactions they're likely to have. These may be people that your stakeholder can influence —or that have an influence over your stakeholder.

COMMUNICATION PREFERENCES

Platforms

e.g. emails, LinkedIn

Frequency

e.g. monthly, quarterly in person