

## **Objective**

The objective of stakeholder analysis is to identify the internal and external stakeholders in the training project. By understanding the characteristics of each stakeholder group, you can more effectively plan a communication strategy that meets the individual needs of each group.

## **Definitions**

Stakeholder Group	Internal and external groups who have a stake in the success or failure of the project
Understanding	The level of understanding the group has for the project objectives, scope and benefits
Support	The level of support the group provides for the project
Influence	The level of influence the group has on the project process and outcome. This can be thought of as the ability to affect the project, whether based on responsibility or authority. For some stakeholder groups, influence may be tactical (e.g. the project team). For others, influence may be strategic (e.g. customers don't affect the day-to-day project, but their values drive the long-term objectives)
Communication Frequency	How often does the stakeholder group receive project communication?
Communication Effectiveness	How effective is project communication?
Communication Needs	What project information does the stakeholder group need or want? Key areas: Scope, Process, System Quality, Value, Functionality, Technical, (see definitions)
Scope	Project scope, objectives and benefits
Process	Information regarding the status of deliverables, issues, schedule, budget and cost
System Quality	Information regarding system performance, reliability, flexibility and usability
Value	Information regarding the outcome of the project in terms of value provided
Functionality	Detailed database functionality
Technical	Detailed database technical data