



Stakeholder Management – Power Interest Grid



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Introduction

In managing stakeholder interactions a useful tool is the 'power interest grid'. It helps us prioritize which stakeholders we should spend our time on and understand what strategy we should use to manage them.

The two axes of the grid are the level of power and the level of interest in the work or topic you are involved in.

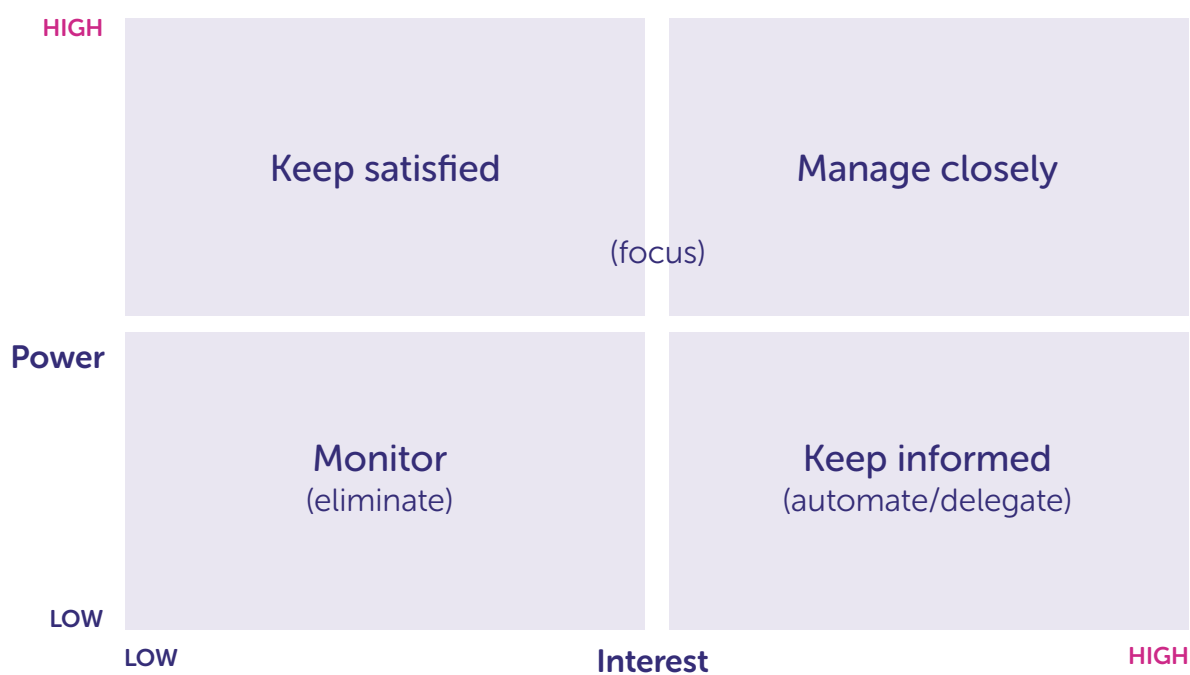
The grid generates four segments:

- > The ones with high-power are obviously the areas where we want to focus, either keeping them satisfied if they have a low level of interest in your task or managing them closely if they have both a high level of interest and a high level of power.
- > For those that are interested but not very influential we need to keep them informed. You may do that more simply by automating it or by getting someone else to keep in touch with them.
- > Ones that are low in influence and interest should probably be left out of the process. You may need to have a conversation with them about whether they really want to be informed.

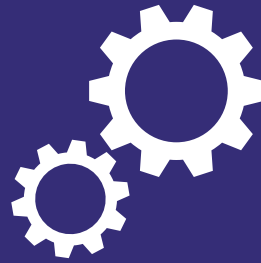


The Tool

The power interest grid



Notes



The Process

Locate your key stakeholders on this grid. If you cannot do this it is likely that you need to find out more about your stakeholders and their motivations.

Look at how you are managing each of these individuals currently, does it fit the strategy for the box you placed them in?

Consider how you need to change your stakeholder management approach to reflect these insights.