What is it?

A power-interest matrix is a tool to analyze stakeholders by classifying them according to their power and interest in the project, initiative, or other engagement. Although power/interest is the most common combination, other groupings can be substituted depending on what is important to categorizing your stakeholders.

Why use this template?

This template is a simple way to help team members group stakeholders according to relevant categories for the purpose simplify engagement strategies, including communication plans.

How to use this template

The power-interest matrix is used during the analysis phase, after stakeholders have been identified. It typically used in a small, internal team setting – much of the information is too sensitive to be discussed in a broad group. Using the list of stakeholders, the group discusses whether each stakeholder ranks low or high on interest and on power and places them in the appropriate quadrant of the matrix.

The following are basic engagement recommendations depending on placement within the matrix, in order of importance and focus:

High power, high interest – Manage closely

High power, low interest – Keep satisfied

Low power, high interest – Keep informed

Low power, low interest – Monitor

Important information

During the course of a project or engagement, stakeholders should be monitored to determine if their classifications shift, which would indicate different engagement strategies should be used.

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| --- | --- | --- | --- |
|  |  | Interest | |
|  |  | Low | High |
| Power | High | * [Enter high-low stakeholders here] * High Power, Low Interest Stakeholder 1 * High Power, Low Interest Stakeholder 2 * High Power, Low Interest Stakeholder 3 * Etc. | * [Enter high-high stakeholders here] * High Power, High Interest Stakeholder 1 * High Power, High Interest Stakeholder 2 * High Power, High Interest Stakeholder 3 * Etc. |
| Low | * [Enter low-low stakeholders here] * Low Power, Low Interest Stakeholder 1 * Low Power, Low Interest Stakeholder 2 * Low Power, Low Interest Stakeholder 3 * Etc. | * [Enter low-high stakeholders here] * Low Power, High Interest Stakeholder 1 * Low Power, High Interest Stakeholder 2 * Low Power, High Interest Stakeholder 3 * Etc. |