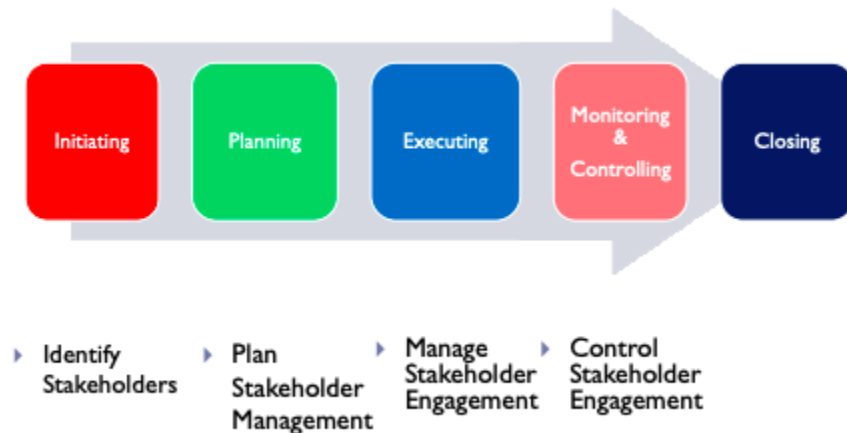# Identify Stakeholders

Identifying stakeholders is a crucial step in the project management process, and it falls within the Initiating Process Group.

1. Definition of Stakeholders:
   - Stakeholders can include individuals, groups, organizations, or even systems that have an interest in or are influenced by the outcome of the project.
   - Stakeholders can be internal or external to the organization, and they may have varying degrees of influence and interest in the project.

2. Stakeholder Identification Techniques:
   - Brainstorming: Engaging project team members and experts to generate a list of potential stakeholders.
   - Document Reviews: Examining existing documents, such as organizational charts, project charters, and stakeholder registers from previous projects.
   - Surveys and Questionnaires: Collecting information from potential stakeholders to identify their interests and expectations.
   - Stakeholder Analysis: Evaluating the potential impact, influence, and interest of each stakeholder on the project.

- ○ Utilizing tools like the Power/Interest Grid to assess stakeholders based on their power (influence) and interest.
  - ■ Power/Interest Grid:
  - ■ High Power, High Interest: Key players who must be fully engaged and satisfied. Involve them closely in project activities and decisions.
  - ■ High Power, Low Interest: Keep these stakeholders satisfied, but don't overwhelm them with too much detail. Keep them informed at a high level.
  - ■ Low Power, High Interest: Keep these stakeholders adequately informed. They are interested, but their influence is limited.
  - ■ Low Power, Low Interest: Monitor these stakeholders, but don't spend too much time or resources on them unless their situation changes.

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3. Stakeholder Categories:
- ● Internal Stakeholders: Individuals or groups within the organization, such as employees, managers, or executives.
- ● External Stakeholders: Entities outside the organization, including customers, suppliers, regulators, and the community.
- ● Project-Specific Stakeholders: Those directly involved in the project, such as project team members, sponsors, and end users.
- ● Enterprise Environmental Factors: Factors that can influence stakeholder identification, such as organizational culture, structure, and existing relationships.

4. Stakeholder Register:
- ● The output of the Identify Stakeholders process is a Stakeholder Register.
- ● The Stakeholder Register contains information about each stakeholder, including their name, role, expectations, interests, and level of influence.
- ● It serves as a valuable reference throughout the project, aiding in communication, planning, and managing stakeholder expectations.

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Stakeholder Register						
Project Name:					**Date:**	
Stakeholder's Name	**Role**	**Group (Internal/ External)**	**Type**	**Group**	**Influence/Inte rest**	**Address**
Brian	Client	External	Positive	Sponsor	High-Power / High-Interest	New York

5. Continuous Update:
   - Stakeholder identification is not a one-time activity. The project team should continuously review and update the Stakeholder Register as the project progresses.
   - New stakeholders may emerge, and existing stakeholders' interests and influence levels may change.

6. Stakeholder Engagement:
   - Once stakeholders are identified, the project team should engage with them to gather input, manage expectations, and address concerns.
   - Effective communication and collaboration with stakeholders contribute to project success.

Identifying stakeholders lays the foundation for effective communication, risk management, and stakeholder engagement throughout the project life cycle.