

Stakeholder Impact Matrix

SheLEADS
Accelerator



Purpose of the Matrix

A tool for mapping key players based on power and interest

The Stakeholder Impact Matrix is a **visual tool** that helps identify key players.

01 Identify Champions

Recognizing stakeholders with high power and interest helps designate champions who can support projects effectively.

02 Blockers Recognition

Identifying those who may resist change allows for proactive strategies to address potential challenges early on.

03 Tailor Communication

Customizing messages for different stakeholders enhances engagement, particularly for those with informal influence in legacy teams.

POWER (LOW TO HIGH)	Keep Satisfied		Manage Closely	
	Monitor		Keep Informed	
INTEREST (LOW TO HIGH)				

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Thank You!



Contact Us

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