STRATEGIES for EACH STAKEHOLDER CLASSIFICATION

The following are some ideas for strategies that you may wish to adopt to deal with the various classifications of Stakeholders. You need to remember that the matrix is dynamic, changes of individuals within stakeholder organizations or changes to your project will be reflected in the matrix.

1. **High Power, High Interest: Classification A**

If they are positive provide, them with information to maintain their support. Look after them well. They are important; let them know that. Don't ignore them just because they are not causing you any problems at the moment. Involve them in your project, make them part of your project steering group (if they are not already), involve them in decisions, use them to lobby other groups and make sure they voice their support. Those with high power and interest, who are negative are a big problem and you need to put effort into dealing with them. Use other positive stakeholders to lobby them and hopefully change their views, attempt to counter any negative influence they may have on other groups, reduce their power if the means exists to do this. They may also respond to bargaining. Find out what is important to them, help them out, buy their favour. Some also respond to receiving information and your showing interest in them.

**Management strategies**

**Positive (High Support)**

* Provide information to maintain their support
* Consult with them prior to making project decisions
* Meet with them regularly
* Consult with them, involve them and seek to build their confidence in the project and the team
* Encourage them to act as advocates for the project
* Nurture them, look after them, they are critically important to you and to the project

**Negative (Low Support)**

* Attempt to develop their support and change their view by ensuring they fully understand the project and the benefits it will deliver. Their resistance maybe due to lack of information or understanding.
* Attempt to build their confidence in you and in the team.
* Find out what is important to them, if you can help them out or minimize negative impact on them they may be more helpful.
* Demonstrate that you are doing your best to limit adverse effects on them.
* Counter any negative influence they may have on others.

1. **High Power, Low interest: Classification B**

The high power, low interest group are the unexploded bombs – their interest is low, at the moment. However if the project alters or the individuals change their interest may suddenly increase and they will use their power to influence the project.

**Management strategies**

* Maintain a careful watching brief, make sure that changes to the project or changes within the stakeholder organization do not suddenly increase the level of negative interest.
* Find out what is important to these groups and make sure that the project does not adversely affect this. If the project is likely to have a positive effect for them make sure they are aware.
* Beware of other negative stakeholders passing information to this group to encourage them to oppose the project.

1. **Low Power, High Interest: Classification C**

If they are positive they are strong allies – treat them well, provide them with information, involve them, use them to lobby other groups. If they are negative, they will probably deluge you with e-mails and phone calls, you need to ensure that you don't spend too much time on them.

**Management strategies**

**Positive (High Support)**

* Maintain their enthusiasm and interest in the project, they are good allies to have.
* Provide them with information, invite them to presentations, involve them as much as resources allow. This can be done fairly cheaply through a project website, newsletter or open presentations.
* Seek their input and opinion if you can, they will be flattered by this, but ensure that you do not get too many opinions.

**Negative (Low Support)**

* This is a group that you will probably know all too well, because of their high level of interest they will probably deluge you (or your client) with e-mails and other correspondence. You need to be sure that you do not spend too much time on them, remember their power is low.
* You may need to get the project sponsor or client representative to take a firm line with them they can use a lot of time and resource.

1. **Low Power, Low Interest: Classification D**

Make sure you don't spend too much time on them but if they are supportive provide them with information and be nice to them, their position or view may change in the future

**Management strategies**

* Ensure they receive the project newsletter, have access to a project website or are invited to presentations.