# Stakeholder Analysis Template with Definitions

## Stakeholder Definitions

When defining a project, be sure to identify the people playing the following roles. While there may be other roles, these are typically essential:

|  |  |
| --- | --- |
| Role/Stakeholder | Description |
| Project Sponsor | Responsible for obtaining funding for the project. Assists with decisions regarding scope changes. |
| Project Manager | Responsible for developing the timeline/project plan, managing to the plan, managing scope, and delivering on project objectives. The project manager assigns work, prioritizes available resources and keeps the sponsor and others informed about project progress.  Sometimes there are two PMs—one on the vendor/service provider’s side and one on the client/receiver’s side. |
| Project Team | Assists in gathering information and performs the primary work of the project. |
| Business Customer | Person or team in charge of the business area that will be benefit the most from outcomes of the project. |
| Subject Matter Expert(s) (SMEs) | Assist with establishing objectives, provide advice and/or specialist business knowledge. Their availability is critical to speed and quality of outcomes. |
| The Hammer | Identified ally of PM, with greater power and authority than PM. May be called upon to help obtain access or resources if PM cannot obtain through his or her own power/authority. For example, if PM can’t get access to a SME when needed, s/he may ask “the hammer” to step in and help get that time/access. |

## Stakeholder Analysis Template

|  |  |
| --- | --- |
| Project Name: |  |
| Date: |  |

In this project, the following people are serving as stakeholders in these capacities:

|  |  |
| --- | --- |
| Role | Name of Stakeholder(s) |
| Project Sponsor |  |
| Project Manager |  |
| Project Team |  |
| Business Customer |  |
| Subject Matter Expert(s) (SMEs) |  |
| The Hammer |  |