

## 5/5 Stakeholder Analysis

This is a simple way to assess the support you need for a project compared to the support you actually have.

Name of Individual or Group	Need for Support	Likelihood of Support

1. In the first column, list all the major individuals and groups that need to go along with this idea.
2. In the second column, rate the level of support you need from each individual or group on a scale of 1 to 5.
  - 5 = They must take an active part in the development and they must be vocal champions for the change.
  - 4 = They must take part in the development.
  - 3 = They need to go along with whatever is decided.
  - 2 = It's OK if they have some objections.
  - 1 = It's OK if they resist strongly.

3. In the third column, list the level of support you can expect from them today.
  - 5 = They will fully support and champion the change.
  - 4 = They'll help some.
  - 3 = They'll go along with whatever is decided.
  - 2 = They're likely to complain.
  - 1 = They are likely to resist this change openly and strongly.
4. Examine the scores. You need matching scores such as 5/5 , 4/4 and 3/3. These scores indicate that the support you need matches the support you are likely to receive. The mismatches are dangerous, especially 5/1, 5/2, 4/1, 4/2. All of these indicate that you need strong support but you are likely to get resistance. These relationships need work.
5. Consider convening a meeting to discuss these scores. It will be important to have people who represent various points of view present in the meeting. During this meeting, the best thing you can do is listen. Get interested in why people scored items the way they did.