

Welcome to the

“Project Generation : Stakeholder Analysis”

Session.

Session Outline

- (1) *What is Stakeholder Analysis*
- (2) *Requirements of Stakeholder Analysis*
- (3) *Why Stakeholder Analysis is Necessary ?*
- (4) *Involvement of Stakeholders Throughout the Project Life Cycle*
- (5) *Classification of Stakeholders*
- (6) *Stakeholder Matrix*
- (7) *Mapping Stakeholder's Importance/Influence*
- (8) *Example of Stakeholder Management Register*
- (9) *Risks Analysis*

(1) What is Stakeholder Analysis?

Stakeholder analysis is a technique used to identify and assess the importance of key people, groups of people, organizations or institutions that may significantly influence the success of your activity or project.

(2) Requirements of Stakeholder Analysis

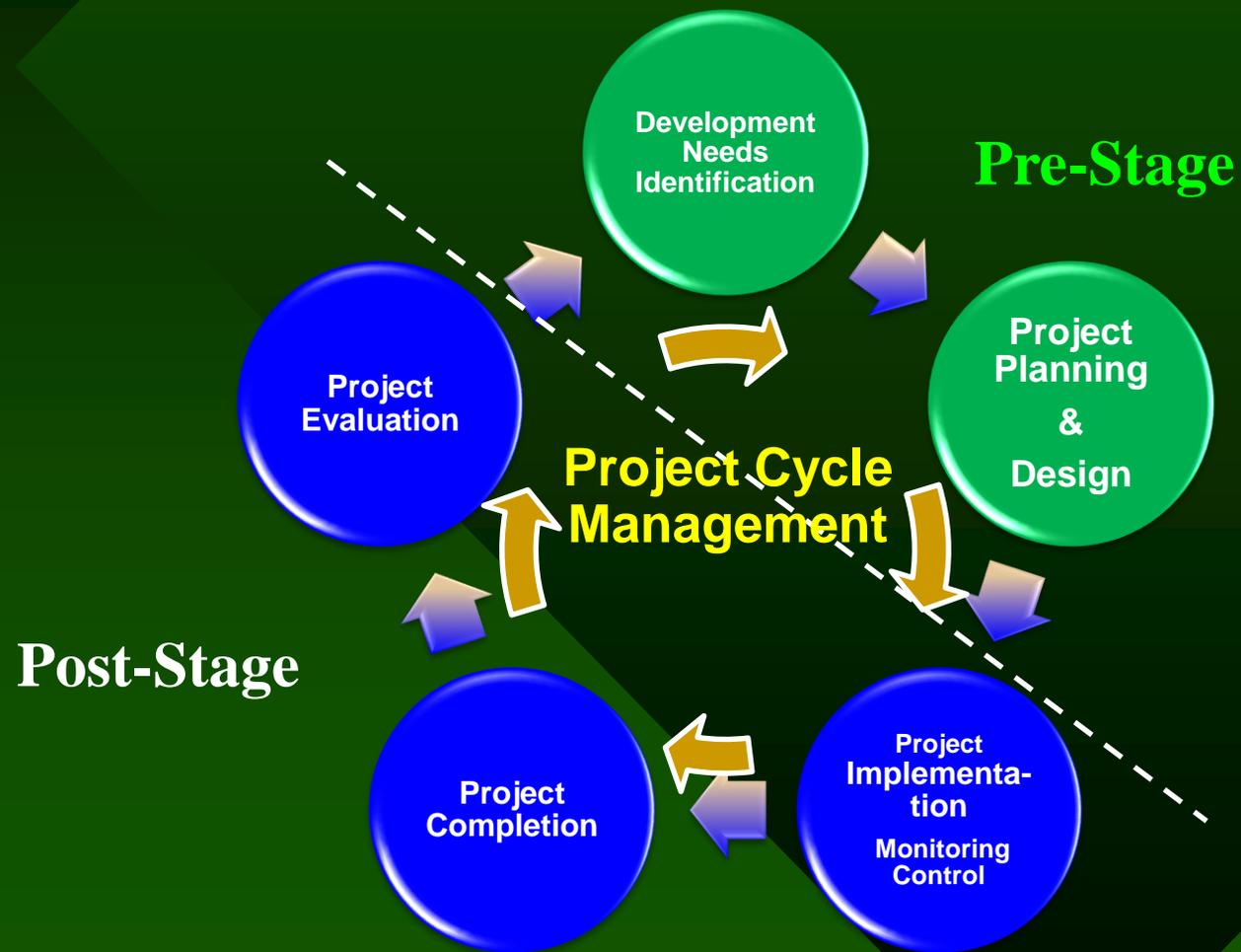
Identifying the interests, activities and needs of stakeholders and taking them into account in dialogue with them, so that mutually beneficial arrangements can be reached and potential obstacles to successful program/project implementation can be avoided or reduced.

(3) Why Stakeholder Analysis is Necessary?

- For identifying development needs or generation of appropriate project
- For assessing stakeholder's interests, importance and influence
- For identifying risks of any undertaking
- Design, develop, plan and implement projects appropriately
- For planning the inputs required and outputs & benefits expected appropriately
- Stakeholders consultation should not be “a one-shot game”.

(4) Involvement of Stakeholders Throughout Project Life Cycle

The Project Life Cycle



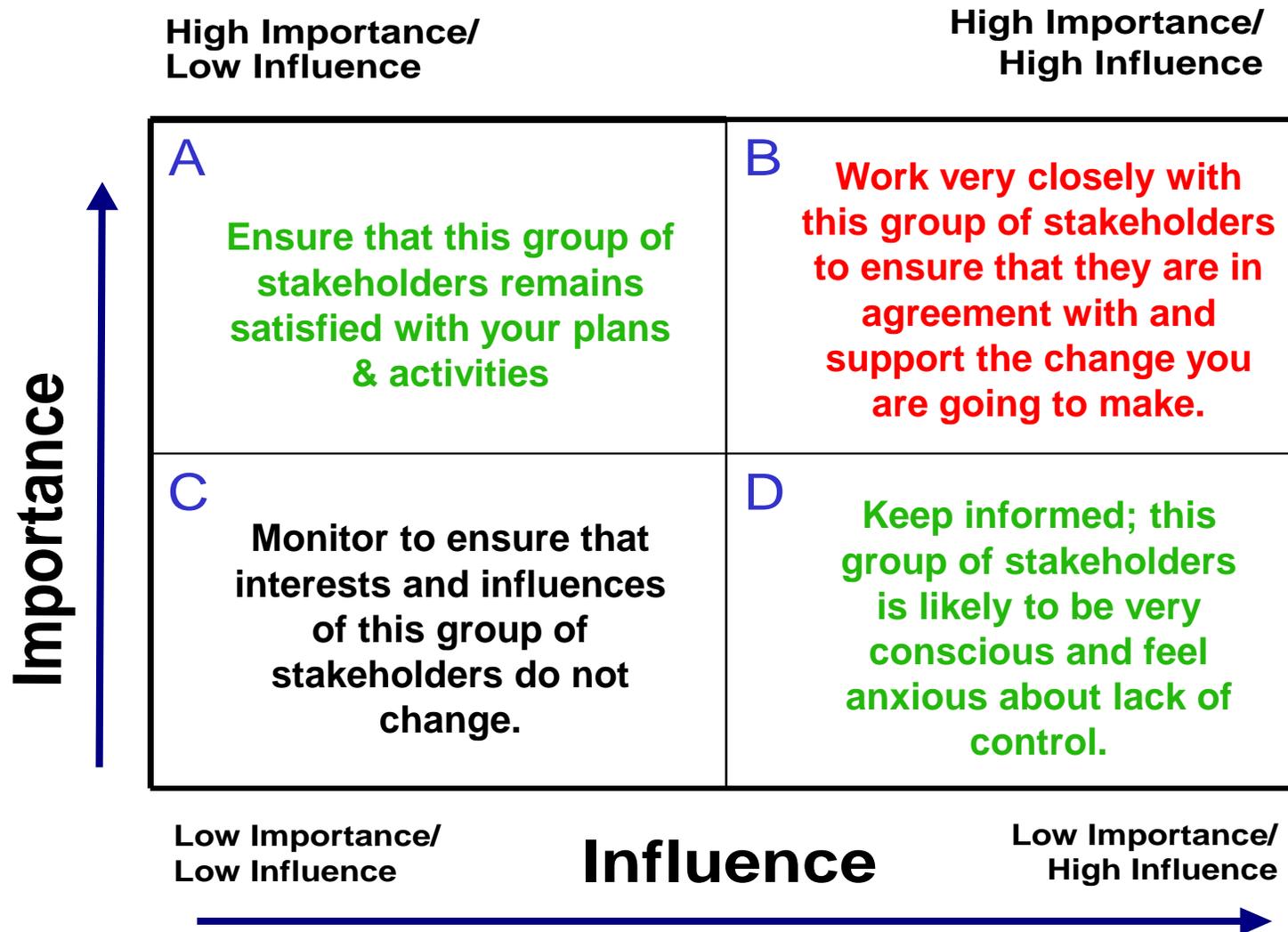
(5) Classification of Stakeholders

1. Those whose consent or approval is necessary in order that the project may proceed (**Approvers**);
 2. Those who may provide (*or withdraw*) support - whether tangible or otherwise (**Supporters/ Constrainers**);
 3. Those who may collaborate (*or conflict*) with the project (**Collaborators/Opponents**);
 4. Those who may receive (*or refuse*) outputs from the project (**Beneficiaries/Target Population**).
- These four categories are not necessarily mutually exclusive. It is possible (and is often the case) that any given person or group of people may fall into more than one basic category. Irrespective of this, it is important to identify the stakeholders in each basic category and then to classify them according to their potential impact on the effectiveness and success of the project.

(6) Stakeholder Matrix

Stakeholders	Their goals/interests	For or Against	Importance (High/Medium/Low)	Influence (High/Medium/Low)

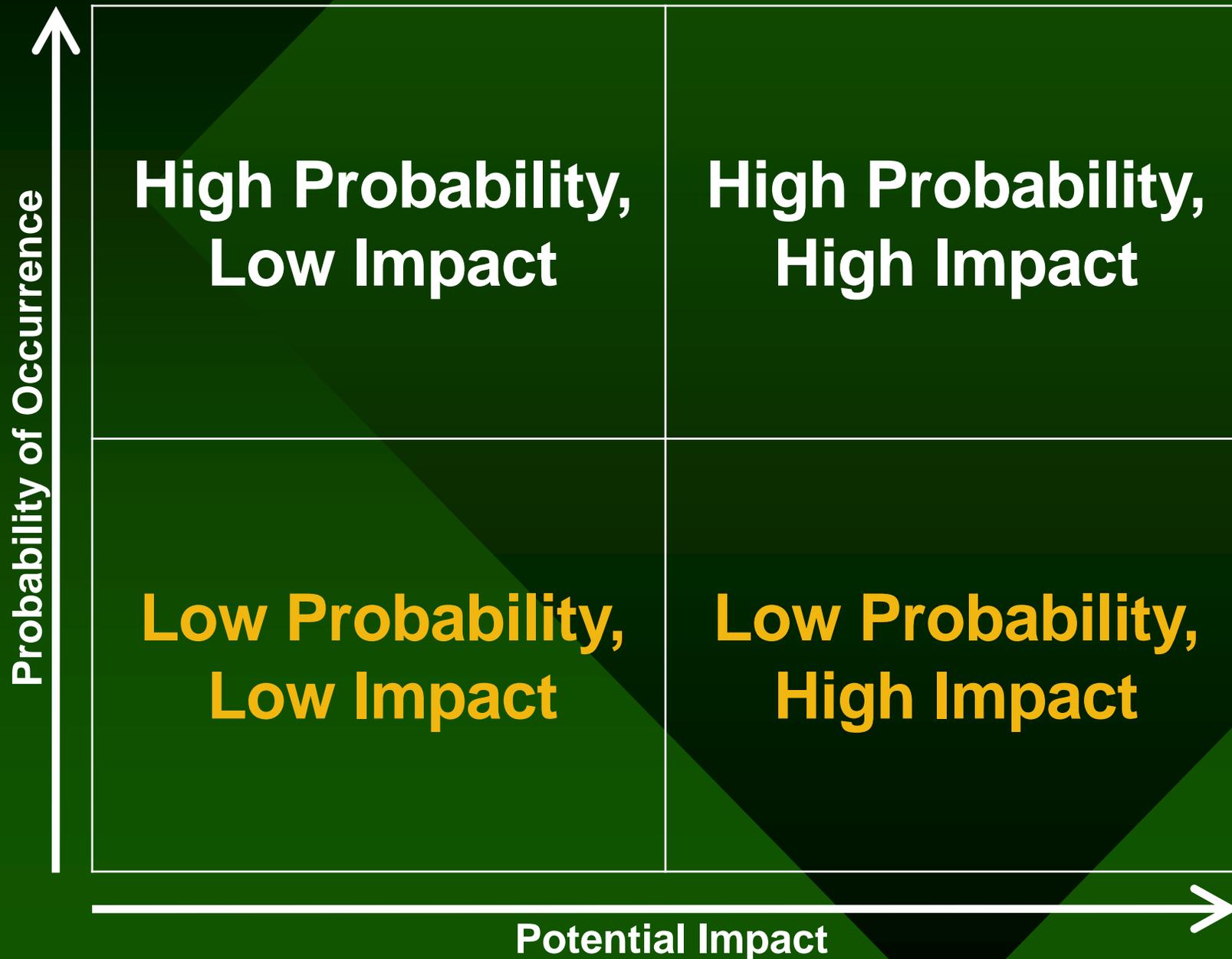
(7) Mapping Stakeholder's Importance/Influence



(8) Example of Stakeholder Management Register

Stakeholder	Their goals and interests	Basic Category	Importance (H/L)	Influence (H/L)	Management Approach	Assigned to

(9) Risks Analysis



CONCLUDING REMARKS

Thanks for Patient Hearing!

