Instructions for:

Stakeholder Engagement Assessment Matrix

A Stakeholder Engagement Assessment Matrix is a used to evaluate stakeholders in terms of their support and/or opposition. Stakeholders are listed and each one is placed into one of five categories, the middle being neutral, with support and opposition on either side. The stakeholder is classified in two terms, firstly, where they are now, and secondly, where the project needs them to move to. This aids is developing stakeholder communication strategies.

**Fields:**

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| Name | The official stakeholder name, whether an individual person or a corporation |
| Unaware | The stakeholder is unfamiliar with the project or its impacts |
| Resistant | The stakeholder is opposed to the project |
| Neutral | The stakeholder is neither in favor nor opposed to the project |
| Supportive | The stakeholder is in favor of the project |
| Leading | The stakeholder is actively pursuing the project's success. |

**Related Documents:**

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| Stakeholder Register | Provides a listing of the project stakeholders |
| Stakeholder Engagement Plan | Establishes the communication requirements of each stakeholder |
| RACI Chart | Defines what responsibilities each stakeholder has toward various aspects of the project. |