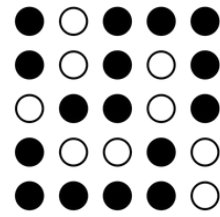


Stakeholder Characteristics & Roles Matrix



Created by Viktor Vorobyev
from Noun Project

Source

<http://www.mspguide.org/tool/stakeholder-characteristics-and-roles-matrix>

Description

The stakeholder characteristics and roles matrix involves describing the interests, influence and role of each stakeholder within the project. Doing this at the start of the execution phase allows the team to take on a stakeholder specific approach, and minimises the risk of friction or obstacles being met later on in the project.

Objectives

- Encouraging openness and reciprocity
- Raising awareness
- Formulating policy & strategy