

Stakeholder Mapping (Power-Interest Grid)

WORKSHEET

A two-by-two grid that positions each stakeholder by their power over your work and their interest in it, then sets an engagement strategy per quadrant: manage closely, keep satisfied, keep informed, or simply monitor.

PREPARED BY _____ DATE _____

KEEP SATISFIED

High power, low interest. These stakeholders can stop the work but are not currently paying attention. The task is to meet their requirements efficiently and avoid the surprise that converts latent power into active opposition. Over-engaging them is its own risk: unnecessary detail invites unnecessary intervention.

MANAGE CLOSELY

High power, high interest. The key players. They shape whether the work survives contact with reality, so they need genuine two-way engagement: early involvement in decisions, direct access, and no surprises. This quadrant is where most of your engagement budget belongs.

MONITOR

Low power, low interest. Watch with minimal effort: general communications and a periodic check that nothing has changed. The discipline this quadrant demands is restraint, because effort spent here is taken from quadrants that decide the outcome. The check matters because membership is not permanent.

KEEP INFORMED

Low power, high interest. Individually weak but attentive, and often the source of goodwill, local knowledge and early warning. Keep them genuinely informed and give them channels to be heard. Neglected, they organise, recruit powerful sympathisers and arrive in the top-right quadrant as opponents.

Stakeholder Mapping (Power-Interest Grid), 1981 · Originator: Aubrey L. Mendelow (grid); R. Edward Freeman (stakeholder theory).

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