**Stakeholder Analysis for a proposed Social Business**

**Step 1**

List all the groups and bodies that have an interest in the success of the project:

|  |  |  |  |
| --- | --- | --- | --- |
| **Groups and bodies** | **What is their interest?** | **Is satisfying them crucial to success?** | **Will they influence the development of the enterprise? Should they be involved in governance? If so, how?** |
|  |  |  |  |
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|  |  |  |  |
|  |  |  |  |

**Step 2**

Place all the groups listed above in this quadrant:

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | How important is it to satisfy them? | |
|  |  | Very | Not very |
| Influence | High |  |  |
|  |  |
|  |  |
|  |  |
| Low |  |  |
|  |  |
|  |  |
|  |  |

**Step 3**

List all the very important / high influence groups in order of priority:

|  |  |
| --- | --- |
| **1** |  |
| 2 |  |
| 3 |  |
| 4 |  |

The one at the top of the list is your **Key Stakeholder**. These are the people you are actually working for.