

Achieve CAPM® Exam Success:
A Concise Study Guide and Desk Reference

STAKEHOLDER ANALYSIS – CHAPTER 13

STAKEHOLDER ANALYSIS				
Stakeholder	Interests	Expectations	Influence	Power
Sponsor: John Smith	Very interested in seeing this project a success.	Thinks the website can generate much more than the \$50,000 annually	Principal investor with HIGH influence	HIGH power with entire organization
Susan Newby	Excited about the new website, but will do what John wants	Marketing goals shown by system stats	LOW influence in how the website is developed	HIGH power since she works directly for John Smith
Holly Berri	A perfectionist and takes great pride in every project she works on	Wants to develop a website that she can be proud of and use as a reference for future projects	MED influence since she is key to having a quality website	LOW power, will do what needs to be done
Mark Spinner	Wants to have a “cool” website that he would be proud of	Believes that more than 50% of clientele will come from overseas customers	MED influence in the success of the website by bringing customers to the website	LOW power within the organization
Melody Ghosan	Loves music and has an affinity to making this project a great success	Does not see any issue with the objectives of the project	HIGH influence, she has been working with the organization for a while and has a lot of respect	MED power within the organization. There will be times that she will need to escalate to John Smith for decisions
Contract designer	Very creative person	Feels that the website can be an instant hit with the right “wow” factor	LOW influence	LOW power
Contract programmer	Wants to have steady work	No expectations	LOW influence	LOW power
Contract QA	Wants to have steady work	No expectations	LOW influence	LOW power
US customers	Want a website that gives them great products in one place	No expectations	HIGH influence in the design of the website	LOW power within the organization
Global customers	Want a website that gives them great products in one place	No expectations	HIGH influence in the design of the website	LOW power within the organization

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Musician vendors	More sales	Hope to see increased revenue from the partnership with LUV Music	LOW influence on the website, however they can provide marketing information on their products	LOW power within the organization
Concert vendors	More sales	Hope to see increased revenue from the partnership with LUV Music	LOW influence on the website, however they can provide marketing information on their products	LOW power within the organization
Apparel vendors	More sales	Hope to see increased revenue from the partnership with LUV Music	LOW influence on the website, however they can provide marketing information on their products	LOW power within the organization
Musical instrument vendors	More sales	Hope to see increased revenue from the partnership with LUV Music	LOW influence on the website, however they can provide marketing information on their products	LOW power within the organization
Intermedia conversion vendors	More sales	Hope to see increased revenue from the partnership with LUV Music	LOW influence on the website, however they can provide marketing information on their products	LOW power within the organization