



**NorthSpring**  
LEADERSHIP CONSULTING

# Stakeholder Analysis

Align stakeholders, amplify impact.



# STAKEHOLDER ANALYSIS

**Instructions:** As you consider gaps that may be holding you back, and how to prioritize actions to help bridge those gaps, it may be helpful to think about relevant stakeholders and what they view as important. Relevant stakeholders could include anyone who will be impacted by or have influence on your desired goal or outcome. This could include your boss, a hiring manager, a peer or colleague, a client, a board member, etc.

Use the below table to help you think through the perspective of each stakeholder and how that may inform your actions and approach.

Stakeholder's Name & Role	How much does this stakeholder influence my desired outcome or goal? (High, Medium, Low)	What is important to this stakeholder?	How could this stakeholder enable or support my goal?	How could this stakeholder block or slow progress toward my goal?	How can I positively influence or support this stakeholder?
<i>Example:</i> Jill Smith, VP Information Technology	High	<i>Meeting or exceeding revenue;                      Exceeding customer expectations;                      Innovation</i>	<i>Acting as an advocate or champion for my next promotion;                      Supporting the change project I'm leading</i>	<i>Limiting my ability to take on challenging new projects</i>	<i>Investing in the relationship;                      Learning about her needs and challenges and how my work can be helpful to her</i>