



Power/Interest Matrix

For identifying and mapping stakeholders

WHAT IS NEEDED?

Time: 40 mn-1 hour

Material support: blank Power-Interest Matrix (see overleaf)

> This exercise can be repeated during the project's lifetime as the position of stakeholders on the matrix may evolve over time.

> *This matrix can be used in a workshop format, as a role play exercise or as a simple tool to be filled in by participants.*

It is important to analyse and map the power and interest stakeholders have in the challenge to understand what could drive their involvement.

It is equally important to have a plan of action that will ensure that the interest and power of key stakeholders' adjusts as the action plan progresses. Different perspectives are likely to emerge about the relative power and interest of stakeholders.

WHAT FOR?

> To identify and prioritise stakeholders.

> To adapt the approach to take when engaging with each of the stakeholders.

> Before filling this table, it can be helpful to also **map the stakeholders' ecosystem**

> To go further, use the **Stakeholders Analysis Table** to priorities the stakeholders, analyse their interests and motivation and decide on how to engage with them.

HOW TO USE IT?

Once the stakeholders have been defined, they can be placed in the matrix following two criteria:

> **Power** – How much influence the stakeholder has in developing a solution to the challenge

> **Interest** – How important it is for that stakeholder to find a solution to the challenge

A. High Power/Low Interest

In this box, list the stakeholders with high influence, who can affect the outcome of the activity, but whose interests are not the target of the activity. These stakeholders may be "deal breakers" and could constitute a serious risk if not handled properly.

B. High Power/High Interest

In this box, list the stakeholders of high interest to your activity who can also significantly influence its success. The project team will have to develop good working relationships with these stakeholders to ensure effective support for the activity.

C. Low Power/Low Interest

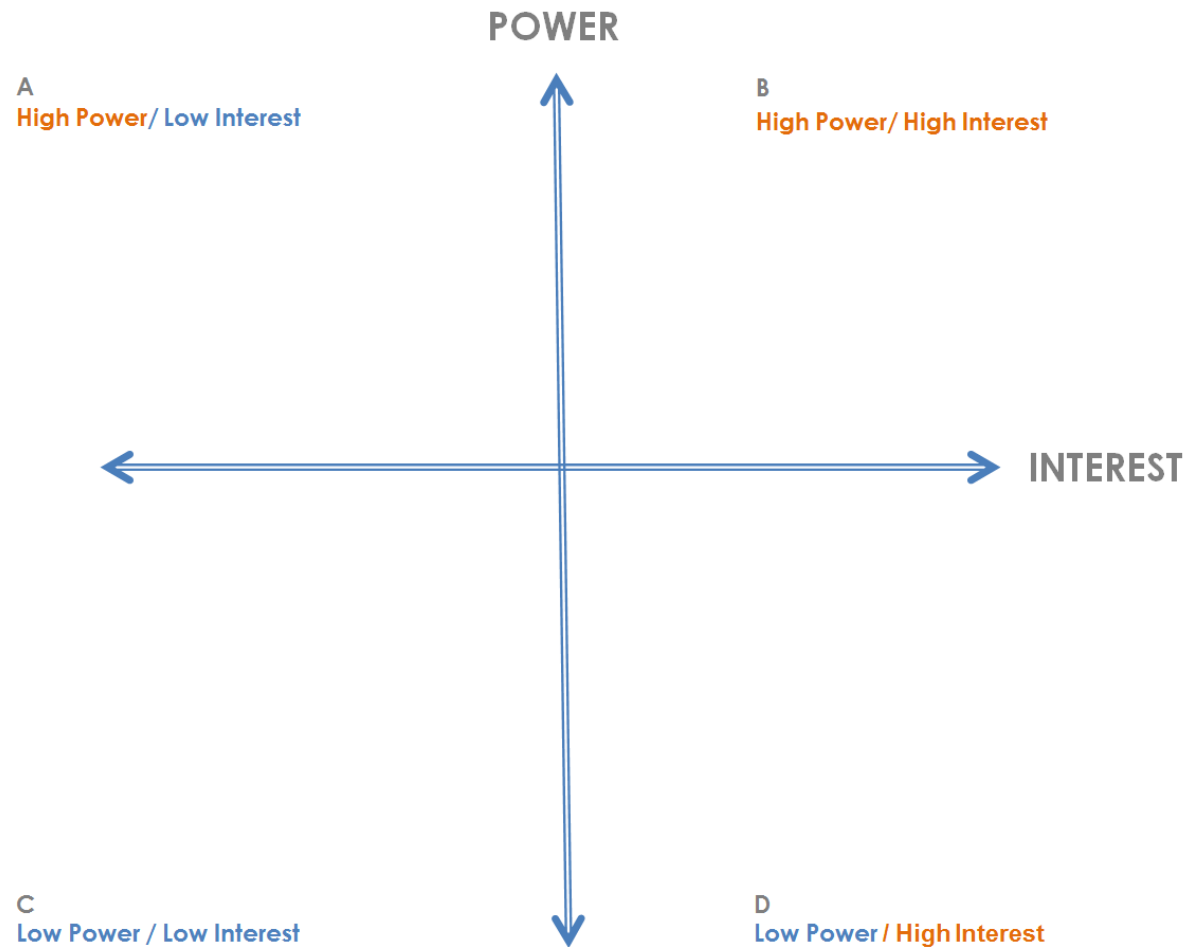
In this box, list the stakeholders who are low priority stakeholders but may nevertheless require limited monitoring or, at least, be kept informed throughout the process as it can be that their status evolves over time.

D. Low Power/High Interest

In this box, list the stakeholders of with high interest to your activity, but with low power of action. They require special attention if their interests are to be protected.



THE POWER-INTEREST MATRIX



> Go further in your analysis by discussing around the following questions:

1. In the case of stakeholders with a “low power/high interest” position, how do we engage to make these groups more influential?
2. How do we engage with stakeholders who are difficult to reach?