

STAKEHOLDER DECISION MATRIX

Making decisions on projects can be tough. Figuring out who will make those decision can be even worse.

With the help of this document, you can work with your client or project sponsor to help you determine how the decision making process will impact your project. Whether you're working with a client or an internal team, mapping out their hierarchy and involvement level of the will help you to make decisions on what you deliver and how those deliverables will be circulated through the organization. The most important items to consider are:

The Players: The size of the client organization and the number of approval layers will affect any plan. Of course, not all organizations will be the same size, but the roles in the organization tend to stay the similar. You might work with a very small team, but consider asking about the hierarchy in the organization based on the number of iterations you expect on deliverables. Don't forget: Always ask if there's someone you haven't met and should

consider. You want to uncover all hidden stakeholders.

The Work: The type of deliverables can affect how easily decisions are made. If you have not planned your project approach, think through the types of deliverables your team will create. List them out by project phase and discuss them with your client partner. Talk about the type of documents, designs, templates, etc., you will deliver. Dig in and talk about their intent, their dependencies, and overall importance to the success of the project.

An in depth conversation about deliverables will lead to conclusions about who will need to be involved with reviews and response at the deliverable level. Never forget to ask, "Who is the final approval on this deliverable?"

Check out the following worksheets for some guidance on discussions you can have with your clients to get to solid project decisions.



STAKEHOLDER DECISION MATRIX

List all project stakeholders on this sheet. Some may appear on more than one list. This should include everyone from the Project Sponsor, PM, and highest levels of decision makers.

Project Owner(s)/Core Group



- _____
- _____
- _____
- _____

Primary Stakeholders



- _____
- _____
- _____
- _____

Secondary Stakeholders



- _____
- _____
- _____

Management Level Stakeholders



- _____
- _____
- _____
- _____

Executive Stakeholders



- _____
- _____
- _____
- _____



Created and Presented by: **Brett Harned**

bharned@gmail.com | bretharned.com | @bretharned

After identifying all stakeholders, review your process and deliverables. List them out and talk to your client about each and every point in the project. Discussing these decisions and their impacts on the overall project will help you to identify reviewers and decision makers.

Definition

Deliverables:

Decisions/Impacts?

Final Decision Maker(s)?

Content

Deliverables:

Decisions/Impacts?

Final Decision Maker(s)?

Design

Deliverables:

Decisions/Impacts?

Final Decision Maker(s)?

Development

Deliverables:

Decisions/Impacts?

Final Decision Maker(s)?

