A STAKEHOLDER ANALYSIS AND POWER GRID: Case Study

Scenario

You are the project manager at Office Green, a commercial landscaping company that specializes in plants and greenery for offices and other businesses. The company is getting ready to introduce its new Plant Pals service, and you will manage the launch. You and your team need to maintain trust and generate buy-in from your stakeholders. Some of your stakeholders include:

Director of Product: The Director of Product is the project sponsor. As the sponsor, they fully support the project, sign off on high-level decisions, and sometimes act as a resource for the team. They are deeply invested in the outcome of the project, but less involved with its day-to-day operations.

Landscape Designer/Web Designer: This person has two roles at Office Green, and within the Plant Pals project. In addition to their web design skills and knowledge of plants, they have strong relationships with a range of people across the company. The Plant Pals project could affect their role as Landscape Designer if it results in a pivot toward new services. If they don't want their role to change, it could be harder to get their buy-in.

Existing clients and their employees: The core customers for this product launch are Office Green's existing clients and their employees. Their feedback can help Office Green improve the customer experience for the new service. Depending on their needs, some clients will be very interested in Plant Pals, while others will be less so. Lower-interest clients are unlikely to resist the project unless it impacts the existing product line.

Office Green's investors: The investors support Office Green financially, so the company wants to keep them happy. Likewise, because Office Green's performance affects their investments, the investors want Plant Pals to succeed. However, they will not be directly involved in the project and it will not affect them before launch. They are therefore unlikely to oppose the project at this stage.

Office Green's receptionist: The receptionist will not be directly involved with the Plant Pals project. They will need to answer customer questions about the service later on, but don't need to know many details until closer to launch. They have no major concerns about the project at this stage.

Understanding stakeholders (stakeholder analysis)

Stakeholder	Role (Related to project)	Involvement	Impact	Power or Influence (H/M/L)	Interest (H/M/L)	Engagement
Director of Product	Project sponsor	Makes high-level decisions; serves as team resource	Wants the project to succeed. No resistance.	H	M	Communicate regularly, but not daily. Ask questions and give updates.
Landscape Designer/Web Designer	Project team member	Knowledge of website design and plants; strong relationships with OG employees	Invested in the project as a team member. Possible resistance if Landscape Designer role is affected.	H	H	Communicate daily as project team member
Existing Clients and Employees	Office Green customer	Can give feedback on the customer experience	Some highly interested; others less so. Resistance only if Plant Pals affects main product line.	M	M	Communicate as needed to inform and get feedback.
Office Green's Investors	Secondary stakeholder	Financial support	Little impact at present. Project could affect their investment if it affects Office Green's performance.	M	L	Not directly involved. Keep updated on progress and performance.
Office Green Receptionist	Office Green employee	Answers questions about the service after launch	Little impact on their role. No resistance.	L	L	Not directly involved, but should be updated before launch

Prioritizing stakeholders (power grid)

Drag each stakeholder's box to the appropriate place on the power-interest grid

Power

Interest

high

med

low

low

med

high

Keep satisfied (high priority)

Manage closely (high effort)

Monitor (minimum effort)

Show consideration

Director of Product

Landscape Designer/Web Designer

OG Investors

Clients & Employees

OG Receptionist