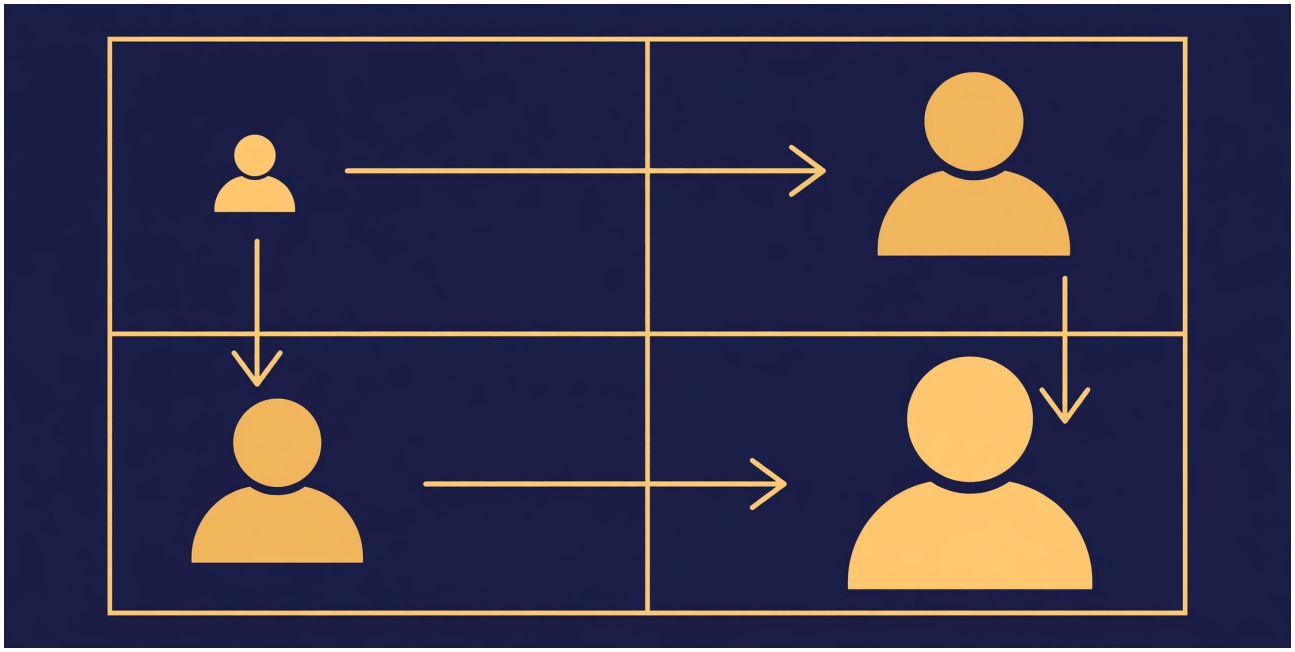
By Bright Quill Team



A stakeholder analysis example beats a textbook definition every time. If you want to learn stakeholder management properly, one worked example will teach you more than three chapters of theory. Stakeholder analysis means listing everyone who can affect your project or is affected by it, then deciding how much attention each person deserves. Some of them can kill your project with a single decision. Others just want the occasional update. The analysis tells you who's who, so you don't waste your limited time on the wrong people. In this article you'll walk through a complete example based on a campus project, build the classic power interest grid step by step, and see the mistakes that cost students marks.

What Stakeholder Analysis Is, in Plain Words

So what counts as a stakeholder? Anyone with a stake in your project. That covers the people funding it, the people doing the work, the people using the result, and the people who can block it. You've got two broad groups. Internal stakeholders sit inside the organisation running the project. Think the sponsor, the team, the manager who signed off the budget. External stakeholders sit outside it, and they're easy to forget: customers, suppliers, regulators, the local community. The analysis bit means judging each one on two things. Power is their ability to influence the project. Interest is how much they care about it. A sponsor's got high power and high interest, usually. A neighbour near your construction site might have low power but high interest. Know both and you can plan your communication instead of treating everyone the same. Our business plans service maps stakeholders on every client project. Why? Because a plan written without knowing who it must convince rarely gets funded.

The Example Project: A Campus Recycling Scheme

Let's make this concrete with an example. Picture Greenfield University. They want recycling bins in every building, plus a student awareness campaign to go with them. Eight weeks, and the budget's small and fixed. The project manager is a final year student working alongside the estates office. Now the stakeholders. The Dean approved the budget and can cancel the whole thing. The estates manager controls building access and the cleaning contract. The cleaning staff will empty the bins every day. The student union runs the

awareness campaign. The students have to actually use the bins. The bin supplier is on a tight delivery schedule. And the city recycling officer sets the sorting rules the campus must follow. Seven stakeholders. All with different power and different interest. That mix is exactly what the grid sorts out.

How to Build the Power Interest Grid

Grab a blank page. Draw two axes. Power goes up the side, interest along the bottom. You've got four boxes now. Top right is high power plus high interest. Manage these people closely. The Dean and the estates manager land here. Give them frequent updates and a real say in decisions. Top left is high power, low interest. Keep them satisfied. The city recycling officer fits. She can fine the university but she doesn't follow the project day to day, so a short briefing at the start and one at the end does the job, plus quick answers if she asks. Bottom right is low power, high interest. Keep them informed. The cleaning staff and the student union sit here. They care deeply but they can't cancel anything. Regular updates and a genuine chance to raise concerns keeps them on side. Bottom left is low power, low interest. Just monitor. Most students live here until the campaign reaches them, and a notice on the intranet is plenty. Placing people honestly? That's the whole skill.

Turning the Grid Into an Engagement Plan

The grid is only half the job. Every box needs actions attached. For the manage closely group, book a short weekly check in and share decisions before they're final. People with real power hate surprises, so don't give them any. For the keep satisfied group, send a tight briefing at each milestone and reply fast when they contact you. Their interest is low, so keep every message short or they'll stop reading. For the keep informed group, set a simple rhythm you can actually stick to. A two line email every Friday. A feedback channel that works. The cleaning staff will tell you within a week whether the bin locations make sense, but only if someone bothers to ask them. For the monitor group, stay light. Posters. Intranet posts. A mention in the campus newsletter. Then write it all into a one page table: stakeholder, quadrant, what they need, how often you contact them, who owns the relationship. It's the table markers actually want to see. Our project planning help always includes this table, because a grid without actions is just decoration.

How to Present Your Analysis in an Assignment

What do markers actually look for? Three things. First, completeness. Did you spot the awkward stakeholders, like the cleaning staff, or only the obvious ones like the sponsor? The awkward ones earn the marks. Second, honest placement. Shoving every stakeholder into the top right box looks lazy, and markers see through it. Give one line of reasoning per person. Third, actions tied to the grid. Anyone can draw four boxes. The marks live in what you do with each box. Show the grid as a simple 2 by 2 diagram, then put your engagement table right after it. Reference the diagram in your text so the marker connects the two without hunting. Got a real project? Use the real role titles. If it's a case study, state your assumptions plainly. Say the Dean controls the budget. Stated assumptions beat hidden guesses every single time.

Five Stakeholder Analysis Mistakes Beginners Make

Now the classic mistakes. First, listing only the obvious stakeholders. Sponsors and teams are easy picks. That's where the marks hide: maintenance crews, regulators, neighbours. Second, ranking everyone as high power and high interest. If your whole list sits in one box, your analysis says nothing at all. Third, mixing up interest and influence. Students who love the project have sky high interest and zero power. Don't confuse the two axes. Fourth, drawing the grid and stopping there. A grid with no engagement plan is half an answer, and markers grade it that way. Fifth, treating the analysis as a one off document. Stakeholders shift. A

supplier delivers late and suddenly matters more. A new regulation appears and the compliance officer jumps boxes. Say in your assignment that the analysis gets reviewed at each phase gate. That one sentence proves you understand projects move.

You've now got the full pattern: list everyone, place them on the power interest grid, write actions for each box. Do it honestly and your analysis won't read like theory. It will read like real project work. And if your project management assignment needs a stakeholder section that survives a strict marker, start from the contact page and tell us what you're working on. We'll take it from there.

Key visual, in brief:

Power interest grid: manage closely (high power, high interest); keep satisfied (high power, low interest); keep informed (low power, high interest); monitor (low power, low interest).