

PROJECT PMP

Stakeholder Map

Power/Interest grid, registry, communication plan,
and weekly watch list.

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SECTION 1

The Power/Interest Grid

Plot every stakeholder into one of four boxes. It tells you exactly how much time and attention each one needs.

HIGH POWER, LOW INTEREST	HIGH POWER, HIGH INTEREST
Keep Satisfied. Update proactively, but don't overwhelm. Executives, budget owners not in the weekly loop.	Manage Closely. Your core stakeholders. Frequent updates, involve in key decisions. Sponsor, key client contact.
LOW POWER, LOW INTEREST	LOW POWER, HIGH INTEREST
Monitor. Minimal effort. Light-touch updates only if something changes materially.	Keep Informed. Enthusiastic but limited influence. Regular updates keep them engaged and as allies.

Vertical axis = Power (ability to affect the project's outcome). Horizontal axis = Interest (how much they care day-to-day).

My stakeholders, sorted into each box:

SECTION 2

Stakeholder Registry

The master list. Fill this in once at project kickoff, update as the project evolves.

Name	Role	Power	Interest	Preferred Channel

SECTION 3

Communication Plan

Who gets what, how often, and through which channel -- decided in advance so nothing falls through the cracks.

Stakeholder / Group	Frequency	Channel	Owner

Rules of thumb:

- "Manage Closely" stakeholders get the highest-touch channel you have (live meeting or call)
- "Keep Informed" stakeholders are well served by a written update -- don't over-meeting them
- Put a specific owner on every row, even if it's you -- unowned communication doesn't happen

SECTION 4

Weekly Watch List

A quick gut-check you run every week: who's happy, who's not, and what needs your attention before it becomes a problem.

Stakeholder	Current Sentiment	Watch For	Action This Week

Sentiment shorthand: *Aligned* *Needs attention* *At risk*

WANT MORE?

This is one piece of the full toolkit.

The Break Into PM Toolkit includes a full fillable workbook -- self-assessment, resume & LinkedIn rebuild, job search tracker, and a 90-day plan. Find it at projectpmp.com/work-with-me.

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