

Stakeholder Analysis Matrix

BAHub — BusinessAnalysis.hopto.org

Format: Excel Spreadsheet (.xlsx) | [Preview](#)

Columns / Sheets Included:

- Stakeholder Name | Role / Title | Organisation
- Power (1-5) | Interest (1-5)
- Power-Interest Quadrant (auto-calculated formula)
- Communication Preference
- Key Concerns & Motivations
- Potential Resistance Factors
- Engagement Strategy
- Last Contact Date | Next Action
- GUIDANCE sheet: column explanations + common pitfalls
- 5 pre-filled example rows with realistic BA project data