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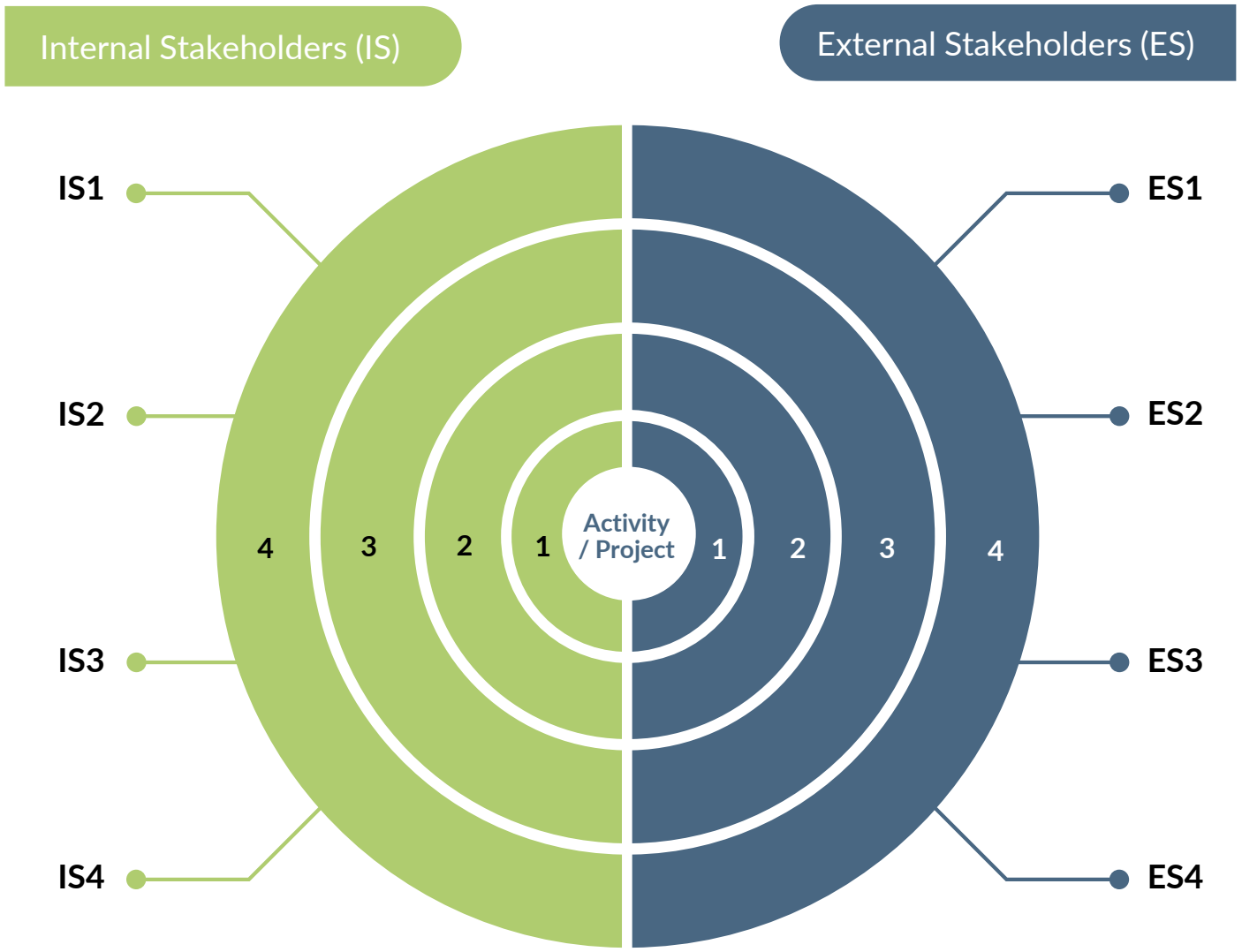
Stakeholder Impact Map and Matrix

Use the Stakeholder Impact Map and Matrix to better understand the risks and opportunities created by any project or product across a range of stakeholders.

Complete the **Stakeholder Impact Map** by placing the project or activity at the center and then listing internal and external stakeholders that will be impacted by or have impacts on the project. Internal stakeholders might include yourself/your team, the broader company reputation, sales, legal, customer service, finance, leadership, or others. External stakeholders might include the contractual customer, the end user of a product, those that end users interact with, or others.

Stakeholder Impact Map



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Stakeholder Impact Map and Matrix

Use the Stakeholder Impact Map and Matrix to better understand the risk and opportunities created by any project or product across a range of stakeholders.

For each stakeholder on the impact map, complete the **Stakeholder Impact Matrix.** Think about the positive and negative impacts of the product or project on each stakeholder group and then identify actions to take to amplify positive impacts and mitigate negative impacts. Remember that the greatest risk or opportunity may not be with the stakeholder closest to the product or project.

Stakeholder Impact Matrix

Project Name: _____

Stakeholder	+ Impacts	- Impacts	Amplifiers for +	Mitigators for -

Remember: The biggest risk or greatest opportunity may not be with the closest stakeholder

Stakeholder Impact Map

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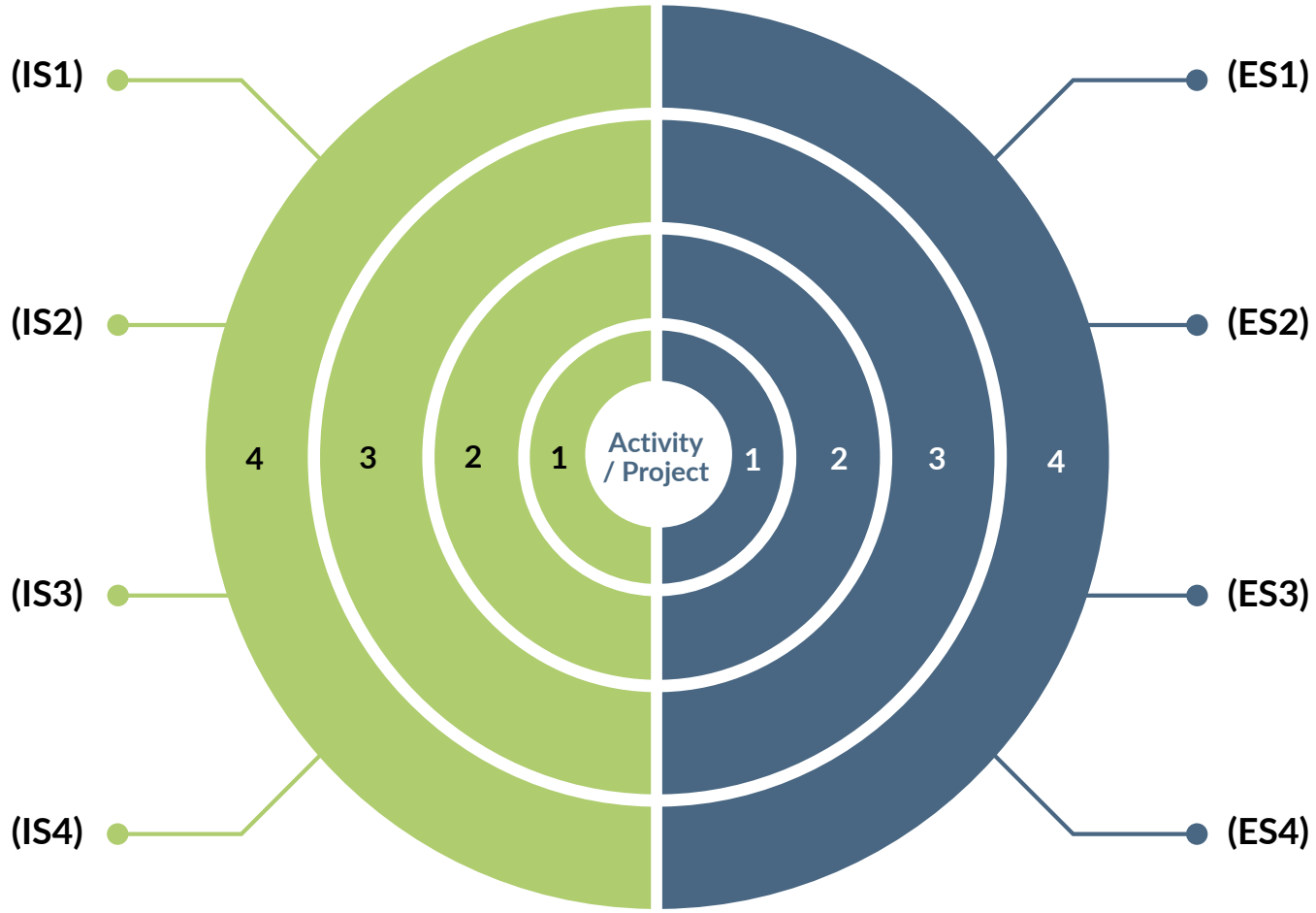
Internal Stakeholders (IS)

External Stakeholders (ES)



Stakeholder Impact Matrix

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Project Name: _____

Stakeholder	+ Impacts	- Impacts	Amplifiers for +	Mitigators for -

Remember: The biggest risk or greatest opportunity may not be with the closest stakeholder

Example: Stakeholder Impact Map

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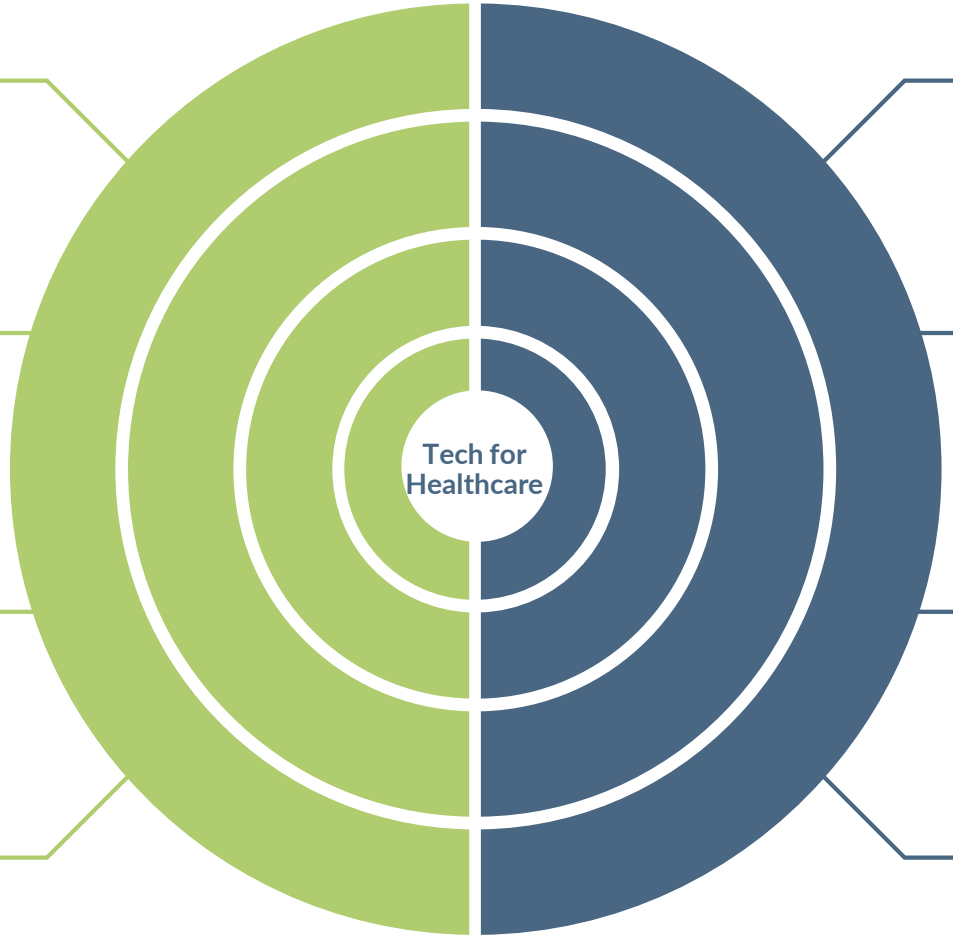
Internal Stakeholders (IS)

External Stakeholders (ES)



- Myself/my team
- Sales / Marketing
- Customer Service
- Legal / Company Reputation
- Hospital System Administration (buyer)
- Health providers / staff (end users)
- Patients
- Patient network (family, friends, employers, etc.)

Stakeholder Impact Matrix

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Project Name: Tech platform for healthcare / patient records system

Stakeholder	+ Impacts	- Impacts	Amplifiers for +	Mitigators for -
My self/my team	New skills/tech, meet goals	Deadlines push other projects behind	Document new/improved processes for re-use	Handoff pieces of non-priority projects to second dev team
Sales / Marketing	First to market with this tech; untapped market demand	Failure to bring in marketing early will delay launch or compromise quality of sales tools	Focus on MMP; provide clear definitions/explanation on features/benefits	Add Marketing Prod Lead to RACI diagram and invite to key meetings
Customer Service				
Legal / Reputation				
Hospital Admin (buyer)				
Health providers (end users)				
Patients				
Patient network				

Remember: The biggest risk or greatest opportunity may not be with the closest stakeholder