Stakeholder engagement assessment matrix

Doc. Ref.

Project Name :

Revision No. Project phase Date ,

Unaware	They don't know anything about your project or the impact
Resistant	They are aware and resistant to change.
Neutral	They are aware but are neither supportive nor are resistant.
Supportive	Aware of the project and support it.

C = CURRENT engagement.
D = DESIRED engagement.

Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
Stakeholder 1	**C**			**D**	
Stakeholder 2			**C**	**D**	
Stakeholder 3				**DC**	

Martinelli, Russ J. & Milosevic Dragan Z. "Project Management Toolbox. Tools and Techniques for the practicing Project Manager" 2nd Ed. WILEY, 2016.