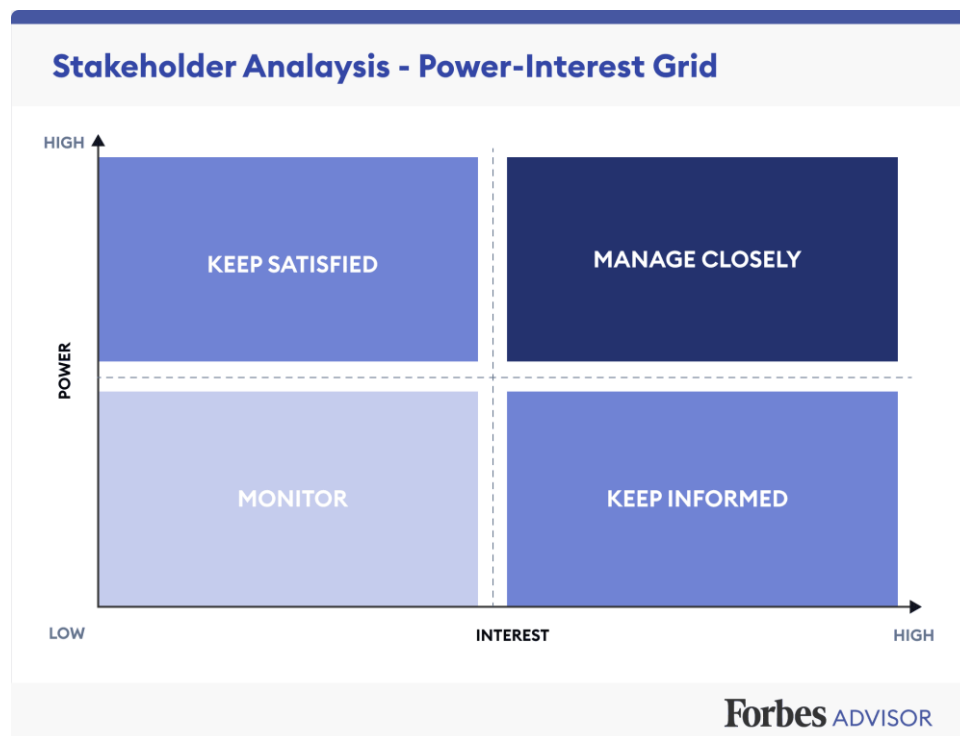


Blog 3 Stakeholder Analysis



A stakeholder (Baker and Baker, 2000; Field and Keller, 1998) is those people who are directly and indirectly involved with the project or organisation and hold an interest to the completion of the goals. Managers, leaders, teams, sponsors and clients all contribute and influence the outcome. A stakeholder analysis in project management is to identify vital stakeholders and concentrate time and energy on the contributors. There can be issues if the stakeholder analysis is unrealistic in the sense of failure in recognising key stakeholders or gaining a shared understanding of the goals of the project (Maylor and Taylor, 2022). There may be uncertainty with stakeholders and what interest they play might affect the project. A stakeholder's analysis is vital in clarifying the project framework, value creation and desired outcomes. The stakeholder analysis can also be further developed with planning and execution of a project (Clegg et al. 2021).

Here is a link to further explain a stakeholder analysis;

[What is a Stakeholder Analysis? — Leading Successful Projects - YouTube](#)

(Product Plan, 2020).

Reference List

Baker, S. and Baker, K. (2000). *The Complete Idiot's Guide To Project Management*. 2nd edn. Indianapolis: alpha books.

Clegg, S. R. et al. (2021) *Project Management: A Value Creation Approach*. London: SAGE Publications.

Field, M. and Keller, L. (1998). *Project Management*. London: Thomson.

Maylor, H. and Turner, N. (2022) *Project Management*. 5edn. Harlow: Pearson.

Product Plan (2020) *What is a Stakeholder Analysis? — Leading Successful Projects* [video]. Available at: [What is a Stakeholder Analysis? — Leading Successful Projects - YouTube](#). (Accessed 27th June 2023).