

01 Stakeholders Matrix

The Stakeholders Matrix is a tool to help the team think more broadly about potential stakeholders. By looking at existing and potential stakeholders by different types of relationships and timeframes, we can ensure we are considering a more complete set of implications for each project.

	Familiar Existing Stakeholders	Adjacent Stakeholders to Our Project, Team or Company	Theoretical Future Stakeholders
Client			
Allies and Advocates			
Customers			
Adversaries			