BEYOND UX DESIGN

Master Your Craft Beyond Pixels & Prototypes

Stakeholder Assessment Matrix

Stakeholder Management Exercise

Thanks for downloading!

Before we dig in...

Thank you for reading *Beyond UX Design*! I'm thrilled to guide you on your journey towards mastering your craft beyond pixels and prototypes.

With these additional downloads, you'll discover tools that I use to help identify, analyze, and strategically manage your stakeholders.

I hope these tools are as helpful to you
as they were to me!

Get ready to unlock effective stakeholder management

In the pages ahead, you'll discover, and master, a tool to help you identify, analyze, and strategically plan how you work with stakeholders. This tool is called the "Stakeholder Assessment Matrix." This matrix helps you categorize stakeholders based on their interest and influence, making it easier to understand relationship dynamics and tailor your communication strategies for effective engagement.

With the matrix at your fingertips, you'll be able to:

- Identify and understand key stakeholders
- Evaluate stakeholder influence and interest
- Develop targeted communication strategies

As you dig into the tools and strategies outlined here, keep in mind that successful stakeholder management is an ongoing journey. It requires attention, adaptability, and a commitment to open communication. I believe that with the knowledge and resources offered in my book, you'll be empowered to engage your stakeholders and lead your products to success with confidence and clarity.

Filling out the Stakeholder Assessment Matrix is *only the firs step*.

Don't forget that once you map your stakeholders you'll want to grab the Stakeholder Communication Plan available at *BeyondUXdesign.com/downloads*. You'll use these two tools to help you plan and execute your communication strategy.

Good Luck!

- Jeremy

Stakeholder Assessment Matrix

Evaluate the level of influence each stakeholder has on the project or initiative you are assessing. Determine whether the stakeholder has high or low influence and mark it on the matrix along the horizontal axis.

Assess the level of interest each stakeholder has in the project or initiative. Determine whether the stakeholder has high or low interest and mark it on the matrix along the vertical axis.

Place each stakeholder in the appropriate area of the matrix based on their assessed influence and interest levels.

Influence

SUPPORTERS

They may resist the project but can become supporters if engaged properly.

Our goal is to try to satisfy this group.

CHAMPIONS

They fully back the project and have the power to make things happen.

Our goal is to keep this group engaged.

BYSTANDER

Not deeply involved but need to be kept in the loop about the project's goals.

Our goal is to keep this group in the loop.

CHALLENGERS

Their support is key for a positive working environment.

Our goal is to maintain this relationship.

Interest

BEYOND UX DESIGN

Stakeholder Assessment Matrix

In this section, we present five fictional stakeholder personas. These personas represent common stakeholder roles you might encounter at work.

If you don't have stakeholders, feel free to use these personas in your exercises. They provide a relatively realistic foundation for applying the techniques we discuss in the book.

Remember, whether you're using these personas or you already have a team, the key is to understand each stakeholder's unique perspective, influence, and interests in relation to your own product.

Meet Our Stakeholders

Casey Kim
CEO

Casey Kim is the CEO, embodying the visionary leadership that drives the company forward. With a deep understanding of the market landscape and strategic priorities, Casey is a true believer in the product. Her high level of influence and vested interest in the outcomes make her a pivotal figure in its success. Casey's endorsement and active involvement provide the project with a clear strategic direction and the necessary resources to ensure its alignment with the company's long-term goals.

Sam Patel
Product Manager

As a Product Manager, Sam Patel is responsible for the day-to-day management of the product lifecycle. Although he is involved in operational aspects, his influence in strategic decision-making is limited. Sam's interest in the project is primarily functional, focusing on ensuring that the product meets the defined requirements and timelines. In his role, he follows directives from higher-level decision-makers without significantly influencing the outcomes on his own.

Jordan Lee
Lead Developer

Jordan Lee is the Lead Developer, responsible for the technical execution of the product. While his technical expertise is crucial for the new feature's implementation, his interest is largely confined to the development phase. His influence on broader strategic decisions is minimal. Jordan remains focused on coding, troubleshooting, and ensuring the technical robustness of the product, following guidelines provided by other members of the team.

Alex Rivera
Head of Product

As the Head of Product, Alex plays a critical role in aligning the product's objectives with the company's overall strategy. Known for their collaborative spirit and forward-thinking approach, Alex is a key backer of your work. They consistently advocate for innovation and ensure that the product team is adequately resourced and motivated. While they may not have the final decision-making power, their influence lies in his ability to rally the product team and foster a supportive environment for the product's success.

Taylor Zhu
Head of Marketing

Taylor Zhu, the Head of Marketing, brings a critical eye to the product, often challenging assumptions and pushing for a market-oriented approach. Her role means she has a large role in shaping how the product is perceived by customers. Taylor's interest is deeply rooted in ensuring that the product aligns with the brand's messaging and market demands. Her assertive stance often prompts reevaluation of features to enhance market competitiveness, making her a formidable force in steering the product towards greater market relevance.

Stakeholder Assessment Matrix

Evaluate the level of influence each stakeholder has on the project or initiative you are assessing. Determine whether the stakeholder has high or low influence and mark it on the matrix along the horizontal axis.

Assess the level of interest each stakeholder has in the project or initiative. Determine whether the stakeholder has high or low interest and mark it on the matrix along the vertical axis.

Place each stakeholder in the appropriate area of the matrix based on their assessed influence and interest levels.

SUPPORTERS

CHAMPIONS

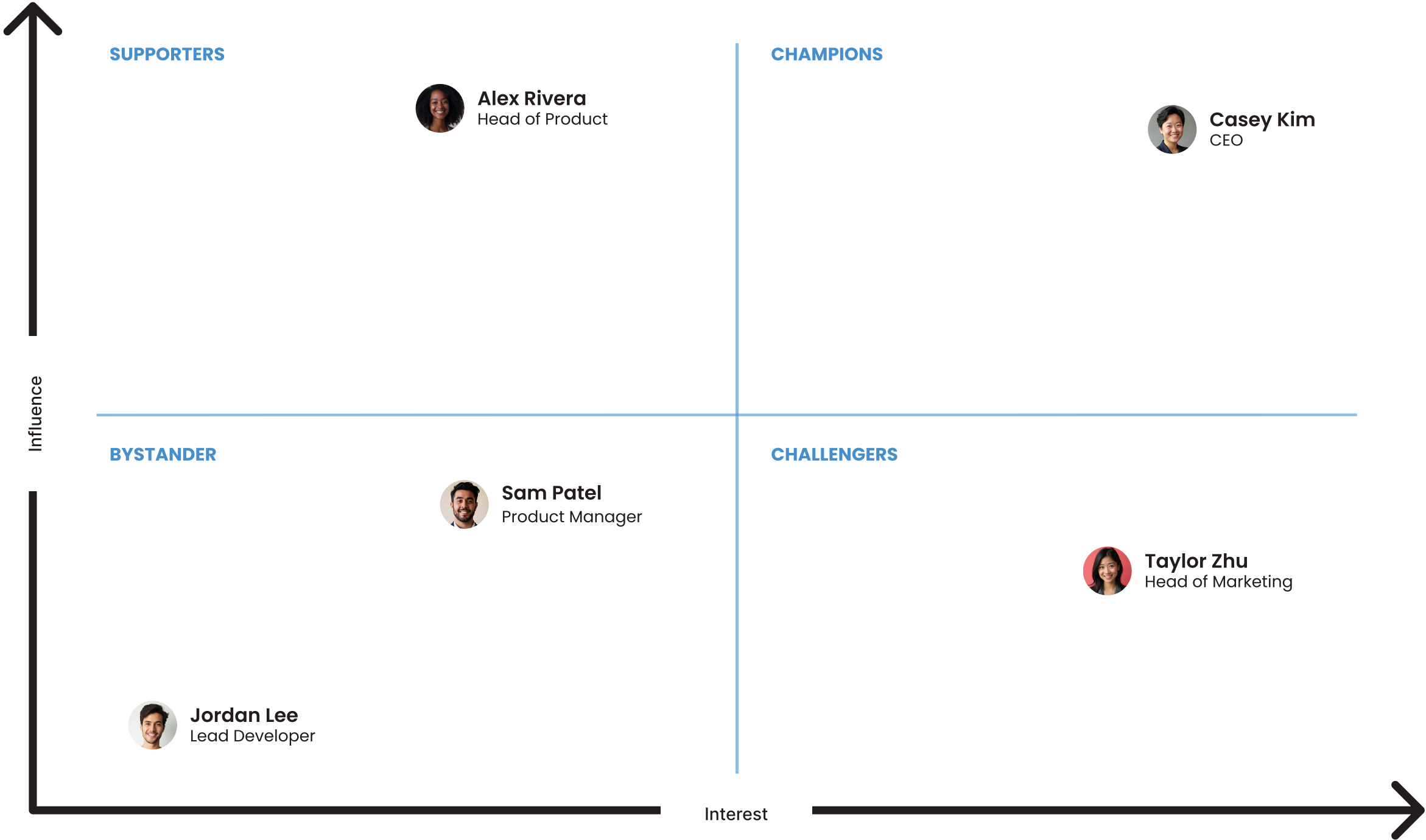Influence

BYSTANDER

CHALLENGERS

Interest
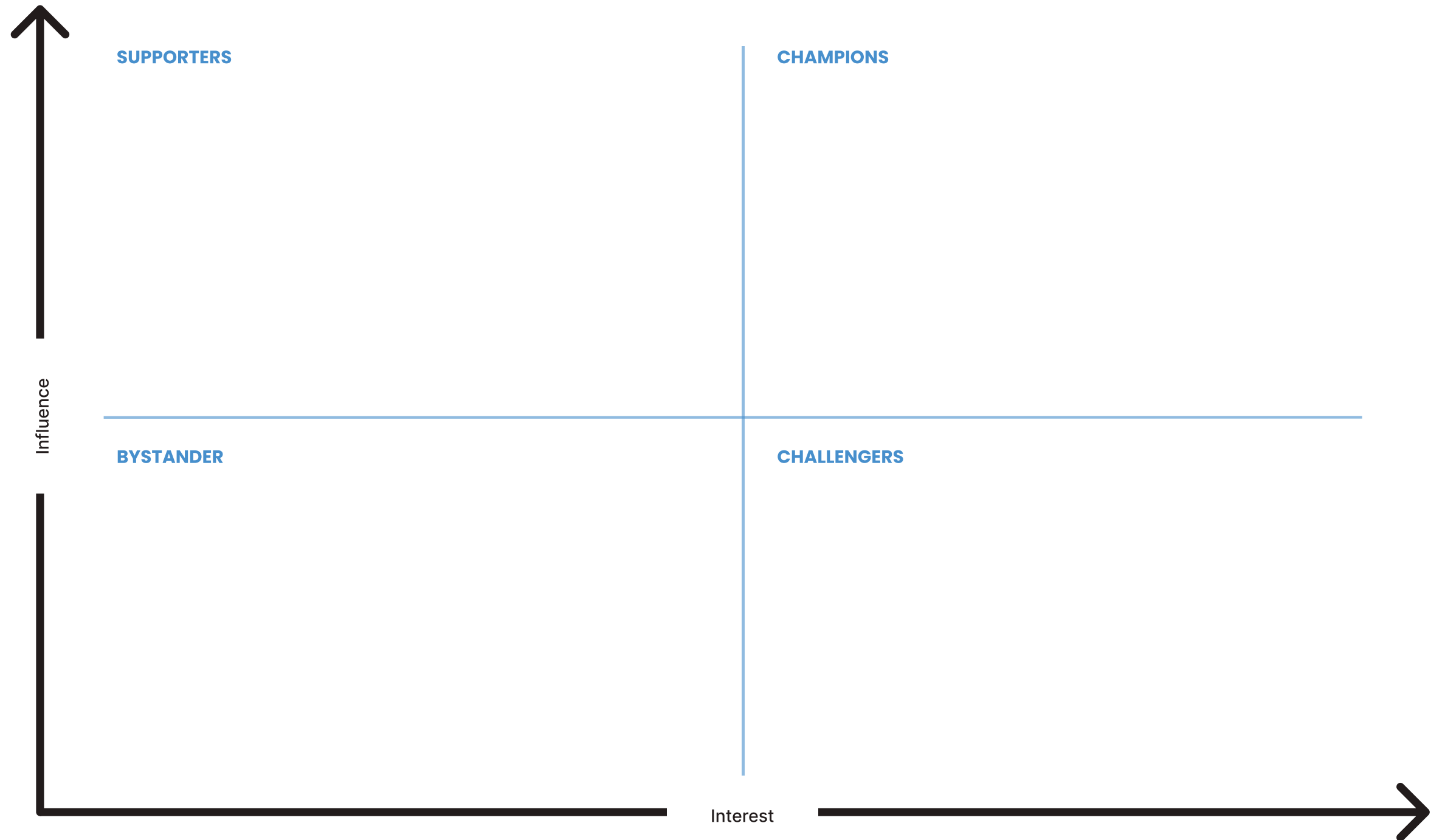
Stakeholder Assessment Matrix

Once you've populated the Stakeholder Matrix, you'll have a clear visual representation of your stakeholder landscape. This completed matrix serves as a powerful tool for strategic planning and communication.

Remember, the matrix is a starting point. Use it as a dynamic tool throughout your work to guide decision-making and maintain effective stakeholder relationships.

And don't forget to reassess your stakeholders regularly as their influence and interest may change over time across various features or products.

SUPPORTERS

Alex Rivera
Head of Product

CHAMPIONS

Casey Kim
CEO

Influence

BYSTANDER

Sam Patel
Product Manager

CHALLENGERS

Taylor Zhu
Head of Marketing

Jordan Lee
Lead Developer

Interest

Feeling stuck?

Let's elevate your career
Together!

With 1:1 Coaching!

- **Master Relationship Building**
- **Navigate Team Dynamics**
- **Expand your Toolkit**
- **Shape Product Vision**
- **Accelerate Career Growth**
- **Thrive in Uncertainty**

Get a **$39** credit towards a 60 min session!
with every book purchase!

Find out if coaching is right for you at

BeyondUXdesign.com/coaching

What truly distinguishes Jeremy is his dedication to understanding me personally and providing advice that's tailored to my unique path. With Jeremy, I am more than just a mentee; I am a young designer whose voice matters.
★★★★★
Gaozong Y.

I was very fortunate to have Jeremy as a coach in a design strategy class. Not only was Jeremy great at connecting what we learned in those lessons to real-world examples, but I found his broader UX guidance and wisdom just as valuable. We walked through philosophies on teamwork, collaboration, and leadership. We also talked about how to handle and give great feedback in my particular circumstances, and more. This kind of advice is very hard to come by and was even more impactful in 1:1 coaching format. I couldn't recommend Jeremy more!
★★★★★
Chris B.

Jeremy was energetic and kind during our chat. He provided pragmatic and thoughtful guidance that I will be using as I traverse my new role. I found him to be very easy to talk to and very humble while leaning on his expertise. I will be connecting with Jeremy again because he was so fantastic!
★★★★★
Matthew M.

I'm so grateful to have found Jeremy! He's super supportive, genuine and knows how to help you see your value. I would recommend him to anyone. He is so easy to talk to, and I feel like I'm getting an honest perspective. Each time I chat with him I walk away with lots of practical advice. Most of all, I feel like he really wants to be there to help because he's been there!
★★★★★
Tomomi I.

Jeremy guided me in laying out my goals and provided clear and insightful portfolio and networking tips. I feel much more confident and motivated moving forward. He was very open to keeping in touch, and overall such an open-hearted individual. Looking forward to learning more from him!
★★★★★
Kaho F.