

Stakeholder analysis

Stakeholder	Role (Related to project)	Involvement	Impact	Power or Influence (H/M/L)	Interest (H/M/L)	Engagement
Director of Product	Project sponsor	Can make high-level decisions, provide resources, sign off on things	This project marks a personal success or failure and expects it to succeed so that the company also succeeds	H	M	Daily email updates, one weekly call
Landscape / Web Designer	Project team member	Knowledge about plants, technical knowledge, and interpersonal skills within the company.	This will add more responsibility and tasks to their job and could push back	H	H	Daily meetings, calls, emails
Existing clients and their employees	Office Green customer	Will handle the products at the end of the project, needs to enjoy the Plant Pals project for it to be a success	Some more interested in the project than others, will spend money and interact with the product.	M	M	Monthly newsletter and promotional emails near launch
Office Green's investors	Secondary stakeholder	Provides financial resources	Can gain financially if the project is successful, or could push back if there are enough obstacles or if clients are not interested	M	L	Weekly email updates
Office Green's receptionist	Office Green employee	Not currently involved, will need more information at the release.	Must be able to answer questions after release, not expected to push back	L	L	Update only before the launch

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