

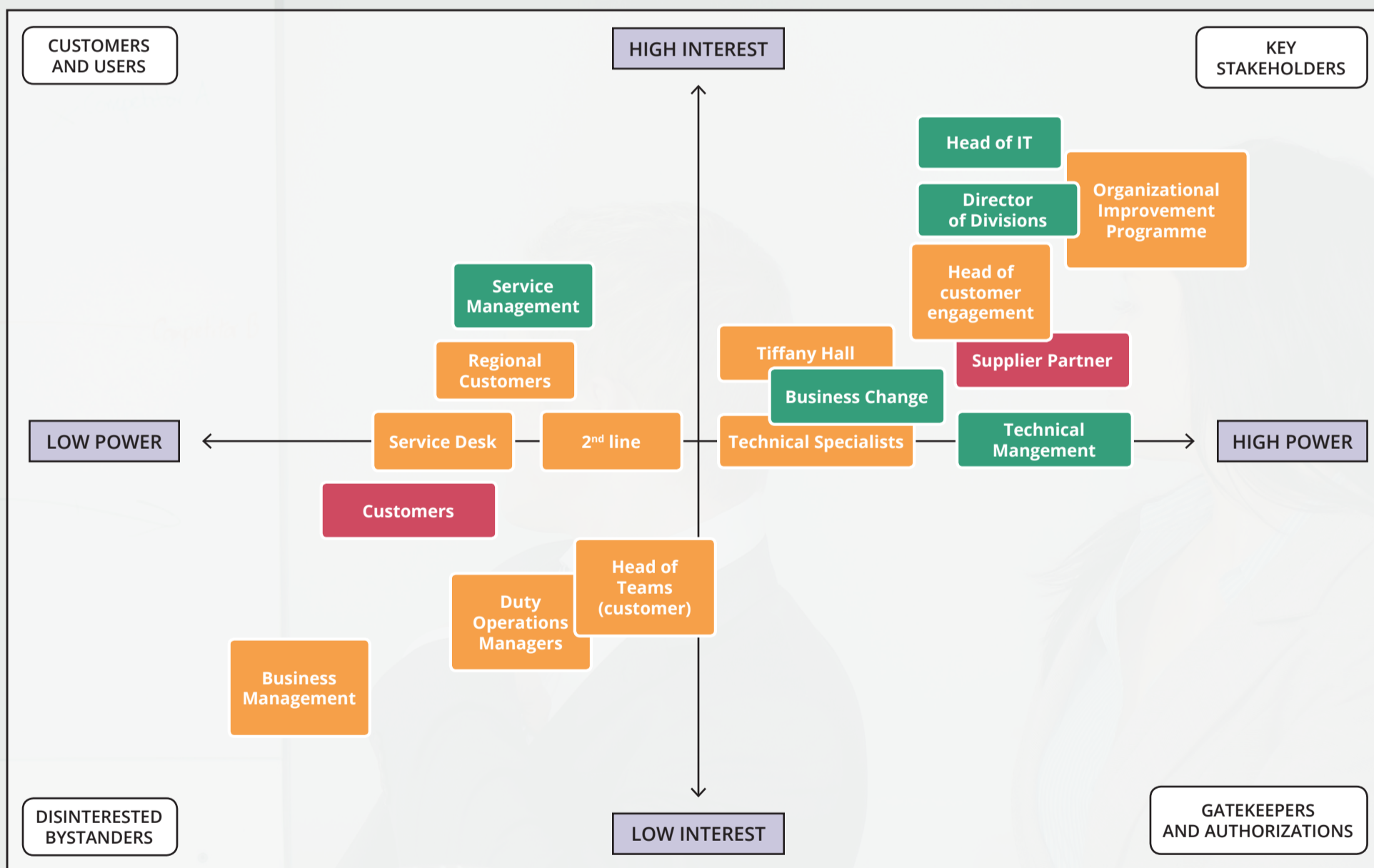
# ITIL® Poster Series #53

## Example Stakeholder Mapping

### Introduction

All improvement programmes should understand the engagement with their stakeholders. ITIL describes a stakeholder management strategy, which identifies who the stakeholders are; what their interests and influences are; how the project or programme will engage with them; what information will be communicated and how feedback will be processed. In this document we provide an example stakeholder map, categorizing stakeholders for their importance in an improvement programme.

### EXAMPLE STAKEHOLDER MAP



#### SENTIMENT KEY

LOW LEVEL SUPPORT FOR PROJECT
MIXED / UNCLEAR
HIGH LEVEL SUPPORT FOR PROJECT

