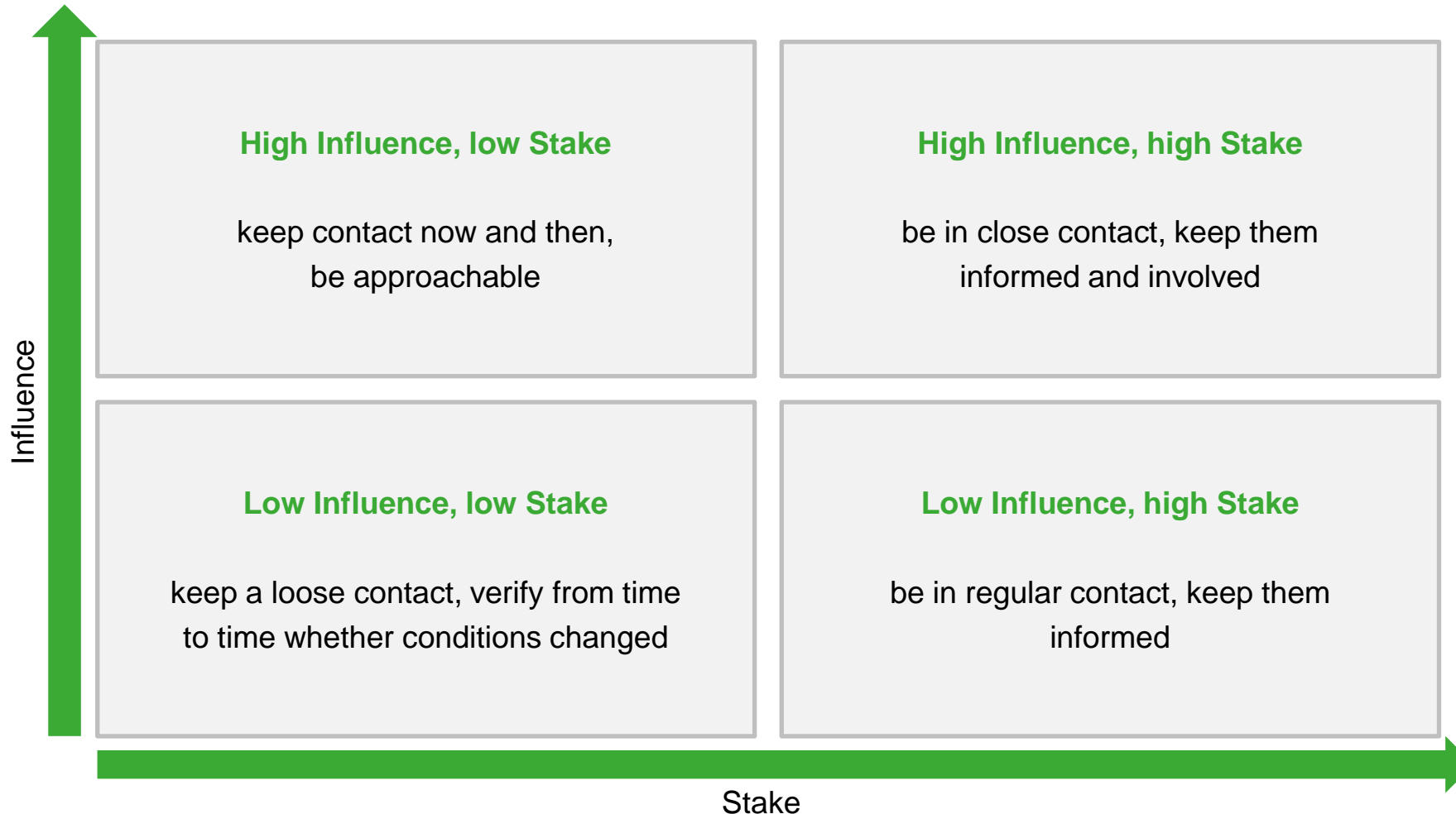


Stakeholder Matrix



Stakeholder:

Everyone who has an interest in the team, the team's work or the product is a potential stakeholder

Stakeholder can be internal (within own organisation) or external (for example a regulatory authority)

Some stakeholders continuously have the same interests (for example trade unions or compliance)

The interests of others may change over time (for example strategy department)