

EXPLORE PHASE / Joint Activity

# Stakeholder Matrix

Understand the key stakeholders of your architectural work and manage support for your architecture.

# Why to use a Stakeholder Matrix

The purpose of stakeholder management is to ensure support for your architecture and improve its quality by addressing the concerns of your stakeholders.

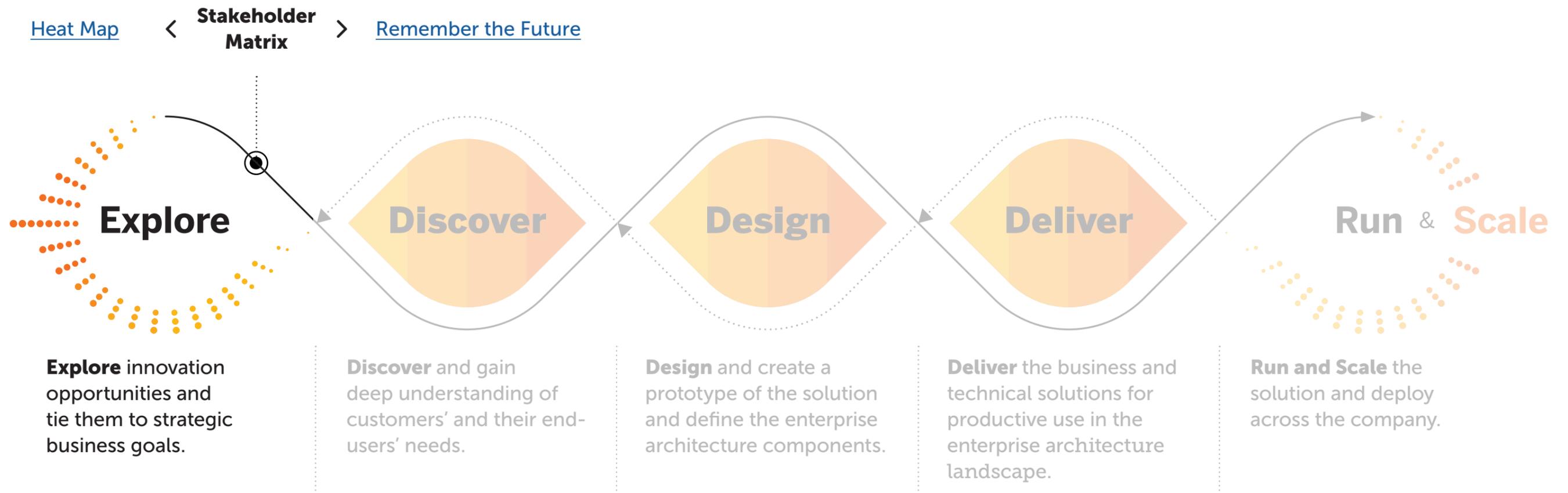
You use stakeholder-specific architecture views being created with the toolkit to adequately communicate your architecture.



# Explore

# When to use a Stakeholder Matrix

We use the Stakeholder matrix as part of the Explore Phase to gain a deeper understanding around all the players around the project. This helps us position the project better.



Lear more about SAP's Human-Centered Approach to Innovation: <https://experience.sap.com/designservices/approach>

# How to use a Stakeholder Matrix



Duration  
**Approx. 30–60 minutes**



Participation  
**2–8 People**



Roles  
**Designers, Business Leads, other project stakeholders**



Use Input From  
**• Request for Architecture Work (Use Case)**

## Steps

- 1** Based on the use case (request for architecture work), identify users, business units, parts of your organization or a board area that are affected by the architecture or can influence your architectural work.
- 2** List all stakeholders that are interested in the success of your architecture. Understand each stakeholder's interest and concerns.
- 3** Derive the type of engagement you would like to have with the stakeholders. Do you need regular meetings every week to discuss the status of your architecture? Or is a monthly update via email enough?

## Expert Tips

Think internal & external.

Use attributes like “key player”, “keep satisfied”, “keep informed” and “minimal effort” to categorize stakeholder engagement.

Your communication and interaction with a key player is proactive and very regular. You want to make sure that this stakeholder is always informed, included in important decisions and regularly updated. Your interaction with a stakeholder with minimal effort is more of a reactive style.

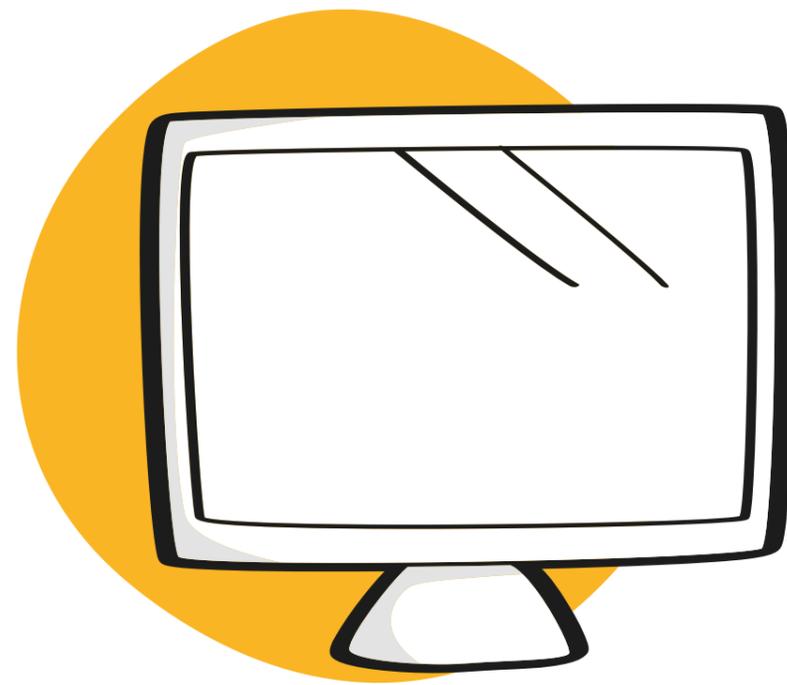
You can also decide which work products of the Lean EA toolkit are of interest for a specific stakeholder and thus respectively share. Associating work products with stakeholders can also be done at a later stage in your architecture development process.

# Example

## Stakeholder Matrix

Stakeholder	Concern(s)	Engagement	Work Products
Paul Jung (CEO)	Understand how IT helps to advance business by supporting company's goals and objectives.	Keep satisfied	<ul style="list-style-type: none"> <li>Strategy map</li> <li>Statement of Architecture Work</li> </ul>
Julie O'Brian (CFO)	Enterprise-level adoption of automation, leveraging analytics and connecting with other business units.	Key player	<ul style="list-style-type: none"> <li>Strategy map</li> <li>Statement of Architecture Work</li> <li>Solution context</li> </ul>
An Liu (Director Business Development)	Identify and successfully deliver projects that implement growth opportunities.	Key player	<ul style="list-style-type: none"> <li>Statement of Architecture Work</li> <li>Solution concept</li> </ul>

Get started with the included Power Point Template



# Virtual Collaboration Template

# MURAL Template

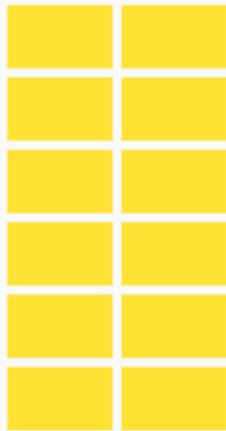
## Stakeholder Matrix

[Insert Project Name]

### 1. Identify internal and external stakeholders (10 - 15 min)

Write the roles of relevant stakeholders for the project on the corresponding post-its

Internal stakeholders



External stakeholders

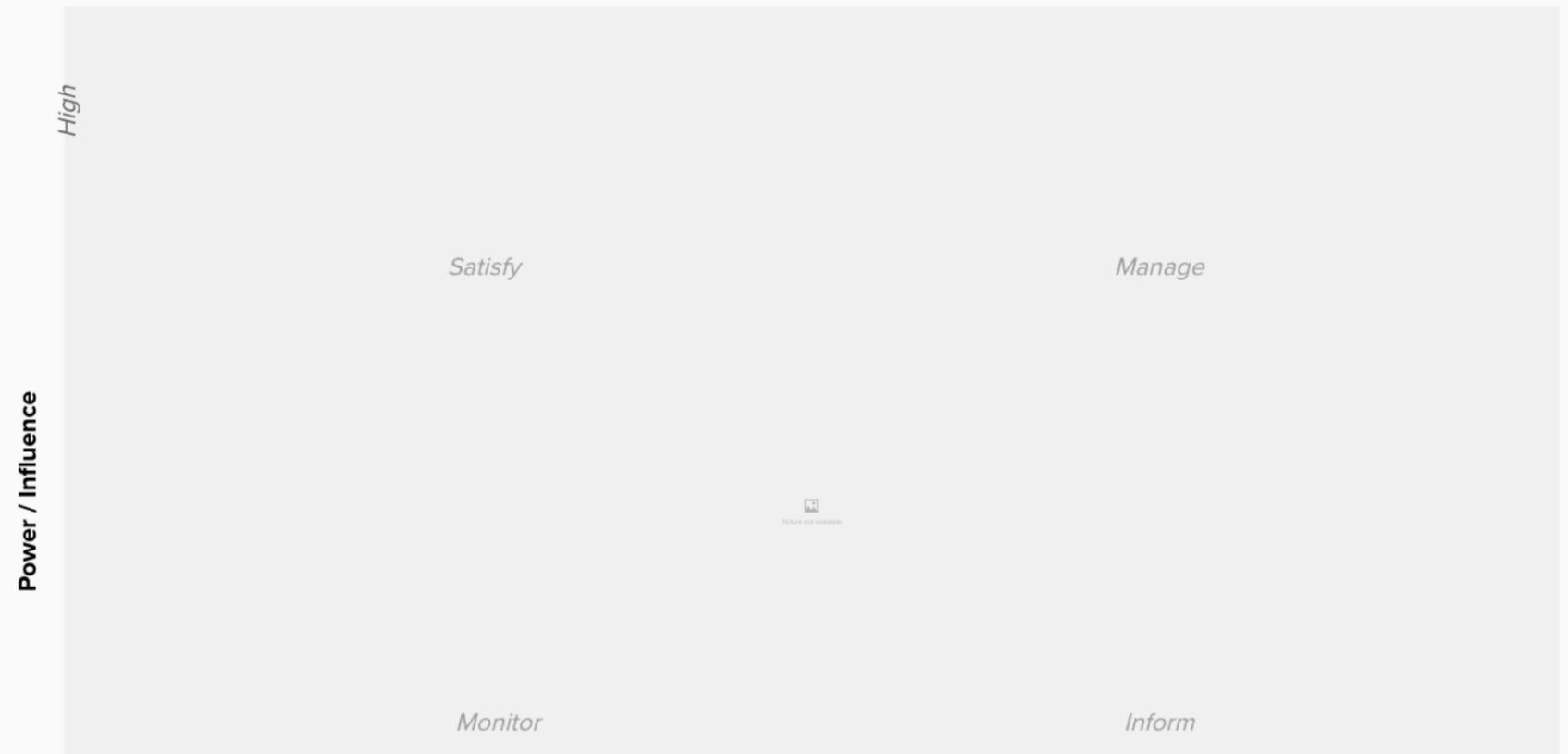


Drag the post-its to the map



### 2. Place the stakeholders on the map (30 - 35 min)

Drag the identified stakeholders and place them on their corresponding area on the grid.



Access the MURAL template: <https://app.mural.co/template/aa20306f-2348-4837-a9e6-2b70f469fca0/52566818-d62b-421e-bdad-23c6fd1b11cb>