

Stakeholder Analysis Document Template
for
XYZ Clinic Appointment System

VERSION 1.0

Prepared for



4/05/2025

Prepared by

Blueage Marketing Team

1. Document Control

Version	Date	Author	Description
1.0	08/05/2025	[Your Name]	Initial Draft

2. Purpose

To identify all relevant stakeholders for the [Project Name] and analyse their interests, influence, and communication needs to ensure successful engagement and project alignment.

3. Project Overview

- **Project Name:** XYZ Clinic Online Appointment System
- **Client/Organization:** XYZ Healthcare
- **Business Analyst:** [Your Name]

4. Stakeholder Identification Table

Stakeholder Name	Role/Title	Department	Interest in Project	Influence Level	Engagement Strategy
Dr. Ayo Smith	Project Sponsor	Management	Improve clinic efficiency	High	Regular updates, key decisions
Shade Bisi	Operations Manager	Operations	Streamline workflow, reduce errors	High	Weekly meetings
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IT Team Lead	Technical Lead	IT	System integration, technical feasibility	Medium	Technical workshops, emails
Front Desk Staff	End Users	Reception	Simplify booking, reduce manual work	Low	Training sessions, surveys

Patients	Service Recipients	External	Easy appointment booking	Medium	Feedback forms, pilot testing
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5. Stakeholder Influence vs. Interest Matrix

Visual representation of stakeholders categorized by their level of **influence** and **interest** (optional if presenting):

Quadrant	Description
High Influence / High Interest	Manage Closely – Key decision-makers
High Influence / Low Interest	Keep Satisfied – Senior execs
Low Influence / High Interest	Keep Informed – End users
Low Influence / Low Interest	Monitor – Minimal engagement

6. Communication Plan

Stakeholder Group	Communication Channel	Frequency	Responsible Party	Objective
Project Sponsor	Email, meetings	Bi-weekly	PM / BA	Project updates, decisions
Reception Staff	In-person sessions	Monthly	BA	Gather feedback, ensure adoption
Patients	Surveys, SMS	End of phase	Marketing / BA	Collect usability feedback
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IT Team	Jira, email, tech calls	As needed	BA / Dev Manager	Requirement clarification

7. Summary and Next Steps

- Ensure key stakeholders are continuously informed and involved
- Adjust communication strategies as project evolves
- Prioritize “manage closely” stakeholders for all critical decisions

8. Approval

Name	Role	Signature	Date
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Shade Bisi	Operations Manager		
<i>[Your Name]</i>	Business Analyst		