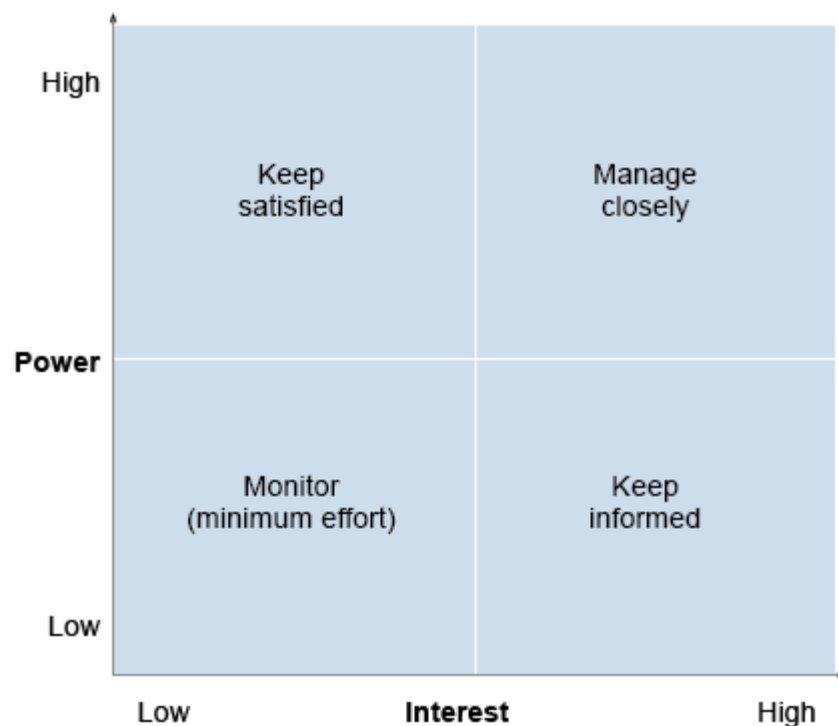


Extra Reading notes on Mendelow Matrix

Mendelow (1991) suggests we analyse our stakeholder groups based on **Power** (the ability to influence our organisation strategy or project resources) and **Interest** (how interested they are in the organisation or project succeeding).

Remember, all stakeholders may seem to have lots of power or we hope they would have lots of interest, but relatively speaking, some stakeholders will hold more Power than others, and some stakeholders will have more Interest. For example, a director is likely to have high Power and high Interest in the organisation, whereas the Government would have high Power to impact strategy via regulation, but potentially less Interest – the same with a large competitor.



The position that you allocate to a stakeholder on the grid shows you the actions you need to take with them:

High power, highly interested people (Manage Closely): aim to fully engage these people, making the greatest efforts to satisfy them.

High power, less interested people (Keep Satisfied): put enough work in with these people to keep them satisfied, but not so much that they become bored with your message.

Low power, highly interested people (Keep Informed): adequately inform these people, and talk to them to ensure that no major issues are arising. These audiences can also help point out any areas that could be improved or have been overlooked.

Low power, less interested people (Monitor): don't bore these stakeholder groups with excessive communication, keep an eye to check if their levels of interest or power change.