



DISCOVER

POWER & IMPACT MATRIX

WHY USE IT?

Mapping influential people, positions, and groups on this matrix helps you choose the best way to gather information. For those with high interest—whether or not they have power—use more personal methods like interviews or focus groups. For stakeholders with high power but low interest, a survey might be a better fit.

STEP 1: List everyone on your project, no matter how little their power or interest in your project.

STEP 2: Categorize them based on their interest in the project and their decision-making power.

STEP 3: Place them in the appropriate quadrant.

STEP 4: Monitor them frequently and move them around the quadrant as their interest/power evolves.

