

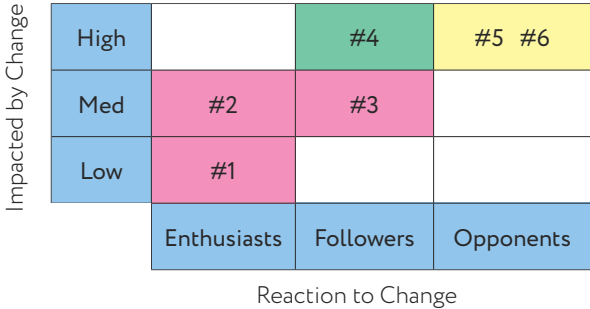
SELLING YOUR DATA TO THE BOSS CHEAT SHEET

The Lean Methods Group created the [Stakeholder Map](#) that can be used to identify who internal and external stakeholders are and what their issues may be to better sell your analytics project.

1. Draw the Stakeholder Map.
2. List every key stakeholder in the center column of the stakeholder identification table.
3. Indicate the level of influence each stakeholder has over the change and/or other stakeholders in the right column of the table.
4. Meet with each stakeholder to discuss the data project, including its background and objective.
5. Solicit feedback from each stakeholder regarding perceptions and reactions to the project plan.
6. Reach a consensus among team members on each stakeholder's ratings for "impacted by change" and "reaction to change."
7. Indicate the "ID Code" when assigning each stakeholder to the appropriate block within the grid so you can assign a number to each stakeholder easily.
8. Use red to color block where stakeholders have a high influence, yellow for medium influence and green for low influence.
9. Add a footnote to the bottom of the diagram that shows the date it was created and the name of one or more participants who can be contacted if additional information is needed about the process used to create the Stakeholder Map.

SAMPLE STAKEHOLDER MAP

ID code	Stakeholder Description	Influence
#1	Bobby Jones, VP, Finance	High
#2	Martha Strudle, Comptroller	High
#3	Pierre de Vincent, Accounts Payable Supervisor	High
#4	Accounts Payable Workgroup Members	Low
#5	Contractors	Med
#6	Vendors	Med



YOUR STAKEHOLDER MAP

ID code	Stakeholder Description	Influence

Impacted by Change	High			
	Med			
	Low			
		Enthusiasts	Followers	Opponents

Reaction to Change

