# **Mendelow's Power-Interest Matrix**

#### **High Power/Low Interest**

Keep Satisfied

These stakeholders have a lot of influence over project decisions but may not have a particular interest in the project, possibly because they are not as heavily impacted by decisions.

LOW

### **Level of Interest**

## Low Power/Low Interest

Minimal Effort

These stakeholders do not have much influence over project decisions, nor are they very interested in the project itself. HIGH evel of Power

## High Power/High Interest

These are the stakeholders that have the most influence over project decisions, and this group also has high interest in the project, likely because they are directly impacted.

HIGH

### Low Power/High Interest

Keep Satisfied

These stakeholders do not have much influence over project decisions, but still have high interest in the project.

LOW

