

1	What is the stakeholder's interest in the organization?
2	How big is the interest?
3	What motives lie behind the interest?
4	Is the interest legitimate in relation to the role and responsibilities of the stakeholder, or is there anything else behind it? Are there, for example, economic, political or personal interests that blur the way the stakeholder describes the organization?
5	Is the interest hidden or out in open?
6	What are the positive features of the organization from the point of view of the stakeholder?
7	What are the negative features of the organization from the point of view of the stakeholder?
8	What does the stakeholder expect from the organization?
9	What is the stakeholder's overall attitude to the organization?
10	What power and influence does the stakeholder yield over the organization?
11	Does the stakeholder actively work for the organization, or is she passive?
12	What is the relationship between the stakeholder and other stakeholders?
13	Can you trust the stakeholder?
14	Is the stakeholder open?
15	Is the stakeholder working politically?

FIGURE 10.10  
Checklist for the stakeholder analysis.