



Stakeholder Alignment Matrix

From the Velocity-Governance™ Alignment Framework

Purpose

The Stakeholder Alignment Matrix is the most effective tool for preventing and detecting program misalignment. It maps every key stakeholder's information needs, decision authority, influence level, and current alignment status in a single view. Updated weekly, it provides early warning when stakeholders begin to drift, giving you time to intervene before misalignment becomes a crisis.

How to Use This Matrix

- 1. Identify Stakeholders:** List every stakeholder with decision authority or significant influence on your program. Include executive sponsors, project leads, key business stakeholders, and vendor leads. Aim for 8-15 stakeholders for a typical program.
- 2. Map Information Needs:** For each stakeholder, document what information they need to stay engaged and make informed decisions. Be specific. "Status updates" is too vague. "Weekly cost variance with trend analysis" is actionable.
- 3. Define Decision Authority:** Use the categories: Final (makes the call), Approve (must sign off), Recommend (provides input that shapes the decision), Inform (needs to know but does not decide). This directly links to your Decision Authority Matrix.
- 4. Assess Influence Level:** Rate each stakeholder's actual influence (not org chart authority) as High, Medium, or Low. A VP who never attends steering is Low influence regardless of title. A team lead who shapes every technical decision is High.
- 5. Assess Alignment Status:** Green = Aligned and engaged. Yellow = Showing early drift signals (missing meetings, delayed responses, conflicting priorities). Red = Actively misaligned or disengaged. Update weekly.
- 6. Define Engagement Strategy:** For each stakeholder, document the specific actions needed to maintain or restore alignment. Focus on the Yellows. Greens need maintenance. Reds need intervention. Yellows need prevention.

Alignment Status Definitions

Status	Definition	Indicators	Action
GREEN	Aligned and actively engaged	Attends meetings, makes timely decisions, advocates for program	Maintain current cadence. Leverage as champion.
YELLOW	Early drift detected	Delegates attendance, delayed responses, competing priorities emerging	Proactive 1:1 within 48 hours. Address concerns before escalation.
RED	Misaligned or disengaged	Contradicts program direction, blocks decisions, withdraws support	Escalate to program sponsor. Executive intervention required.

Update Frequency: Weekly (15-30 minutes). Review in every program status meeting.

