**Stakeholder Map**

**Not a Priority**

Minimize engagement with them

**Fan Club**

Inform them

**Messengers/ Champions**

Activate them

**Opponents**

Watch them

**Low**

**High**

**Low**

**High**

Level of **support** for your effort

Power to **influence** outcome

**TARGETS**

|  |  |
| --- | --- |
| Stakeholder Group | Implications |
| Opponents  | * High influence/low support
* Unlikely ever to support the reform effort
* Watch them closely and be prepared to react to challenges
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| Not a priority | * Low influence/low support
* May be vocal critics, but lack power to materially affect the success of the reform effort
* Minimize engagement with them and avoid the temptation to be drawn into time-consuming debates
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| Fan club | * Low influence/high support
* May be vocal supporters, but also have limited power to affect the success of the reform effort – be honest with yourself about who these are
* Inform them about what you are doing, but use as few resources as possible to do this – avoid preaching to the choir!
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| Messengers / champions | * High influence/high support
* Potentially your greatest assets, can multiply and add weight to your messages
* Activate them by making them an integral part of your communications (where a stakeholder group is made up of diffuse individuals, this might mean targeting these individuals as a priority audience)
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| Targets | * High influence/indifferent (unaware or medium support)
* Can still be persuaded one way or the other
* Target them with your communications effort, devoting the vast majority of your time and attention to this group
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