**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 |
| 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 |
| 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! |
| 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) |
| 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 |