

STAKEHOLDER MAPPING

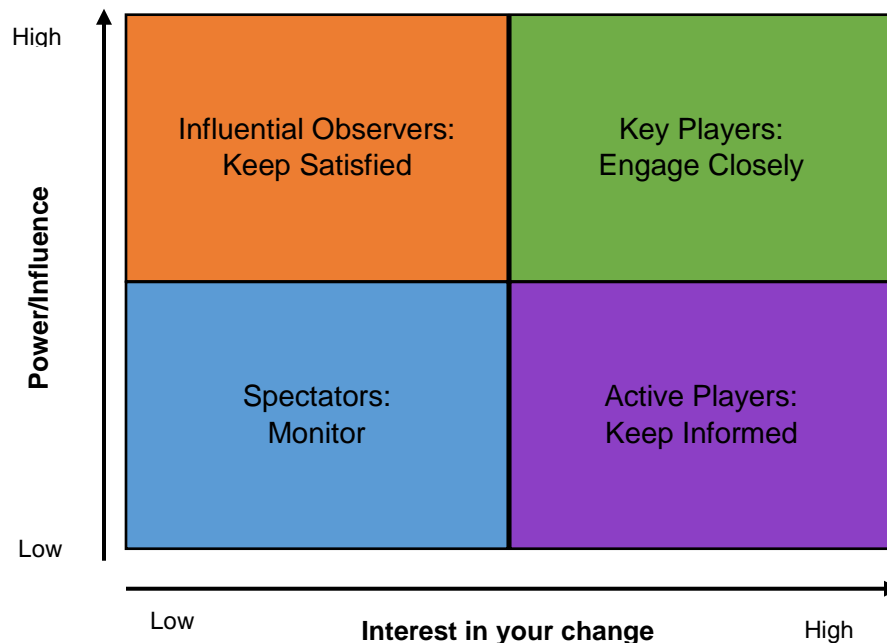
Why is it used?

After identifying key stakeholders (both groups and individuals) involved in your change initiative, they can be plotted on a 2x2 matrix to better understand their needs related to engagement. One example is the **Power/Influence versus Interest matrix** (below).

When needed, specific stakeholders can be targeted for engagement. For example, a powerful stakeholder in *Influential Observers* may need to be moved into *Key Players* as the change would benefit if they are more actively engaged.

Instructions:

To complete this with your change management team, come prepared with your list of identified stakeholders. Draw the matrix below onto flipchart/whiteboard. Using sticky notes, place each stakeholder into the appropriate segment of the matrix. Record your results to include in your overall stakeholder analysis and keep updated on a regular basis.



Other combinations you might consider using for mapping:

- Power versus Influence
- Trust versus Alignment
- Power versus Commitment
- Energy versus Commitment
- Change readiness versus Commitment