

STAKEHOLDER SEGEMENTATION - CPIG

Why is it used?

Segmenting helps to prioritize stakeholders, identify where further analysis is required and help to determine engagement strategies appropriate for each stakeholder segment. Note that stakeholders may be part of more than one segment or may change segments over time. **Regularly revisit and reassess stakeholders.**

Instructions:

Draw the diagram below onto a flipchart/whiteboard. With your change management team, use the list of stakeholders (individual and groups) previously identified and with sticky notes place them onto the four different segments (CPIG). Discuss and record the results and use them to support further stakeholder profiling and engagement activities. You can also use the CPIG Segmentation and VNGC Stakeholder Radar together ([see toolkit](#)).

