

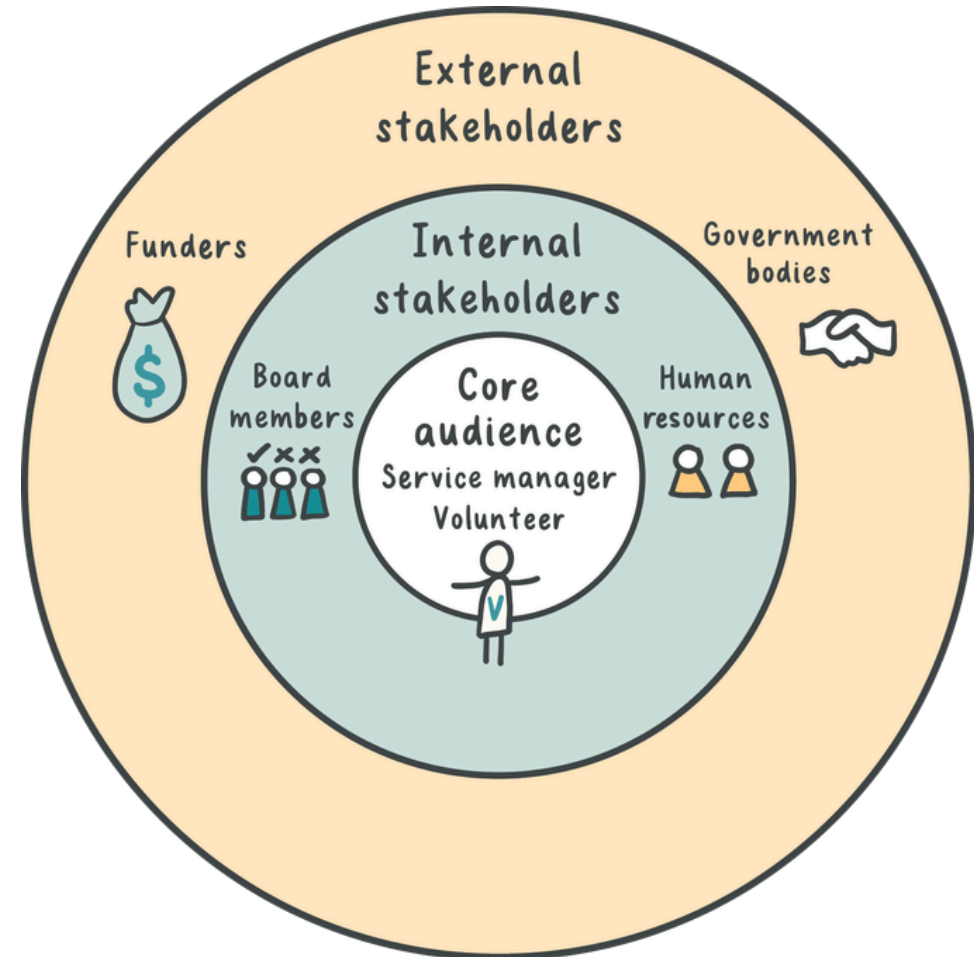
## Preparation Step:

# MAPPING YOUR STAKEHOLDERS

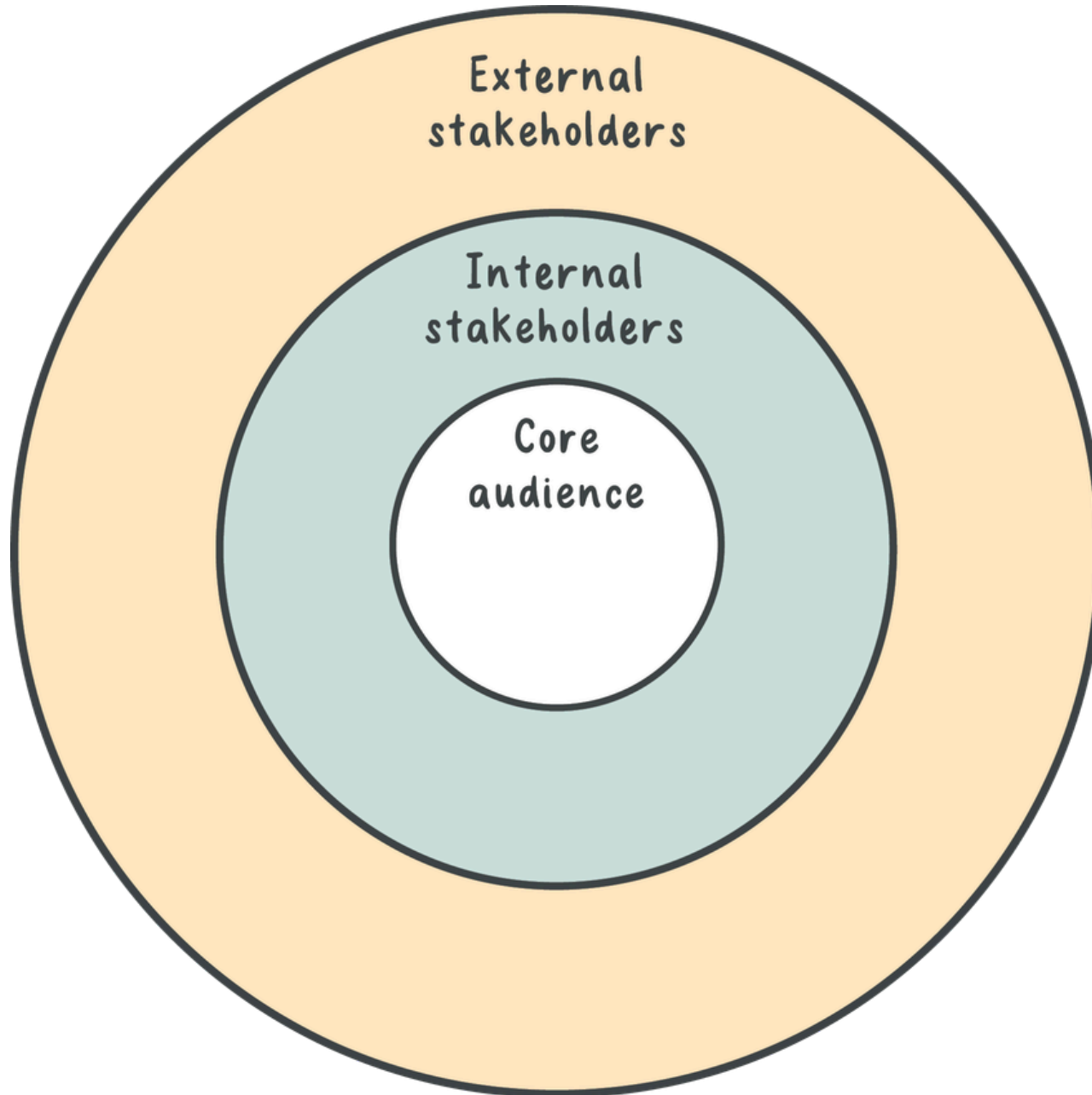
This diagram will support you in considering your stakeholders, who they are, what level of input they will have to your managing change journey and what communication will be required for each group. Use this template to draw up your own activity sheet on a large piece of butchers paper.

You may wish to consider the following three categories of stakeholders:

- **Core audience** - who is directly impacted by the managing change project.
- **Internal stakeholders** - those who are within your organisation and although will not be directly impacted, could be key in supporting with particular stages of the managing change journey and have a vested interest.
- **External stakeholders** - those that are external to your organisation that may be impacted or have a vested interest in the progress of the managing change journey.



## MAPPING YOUR STAKEHOLDERS



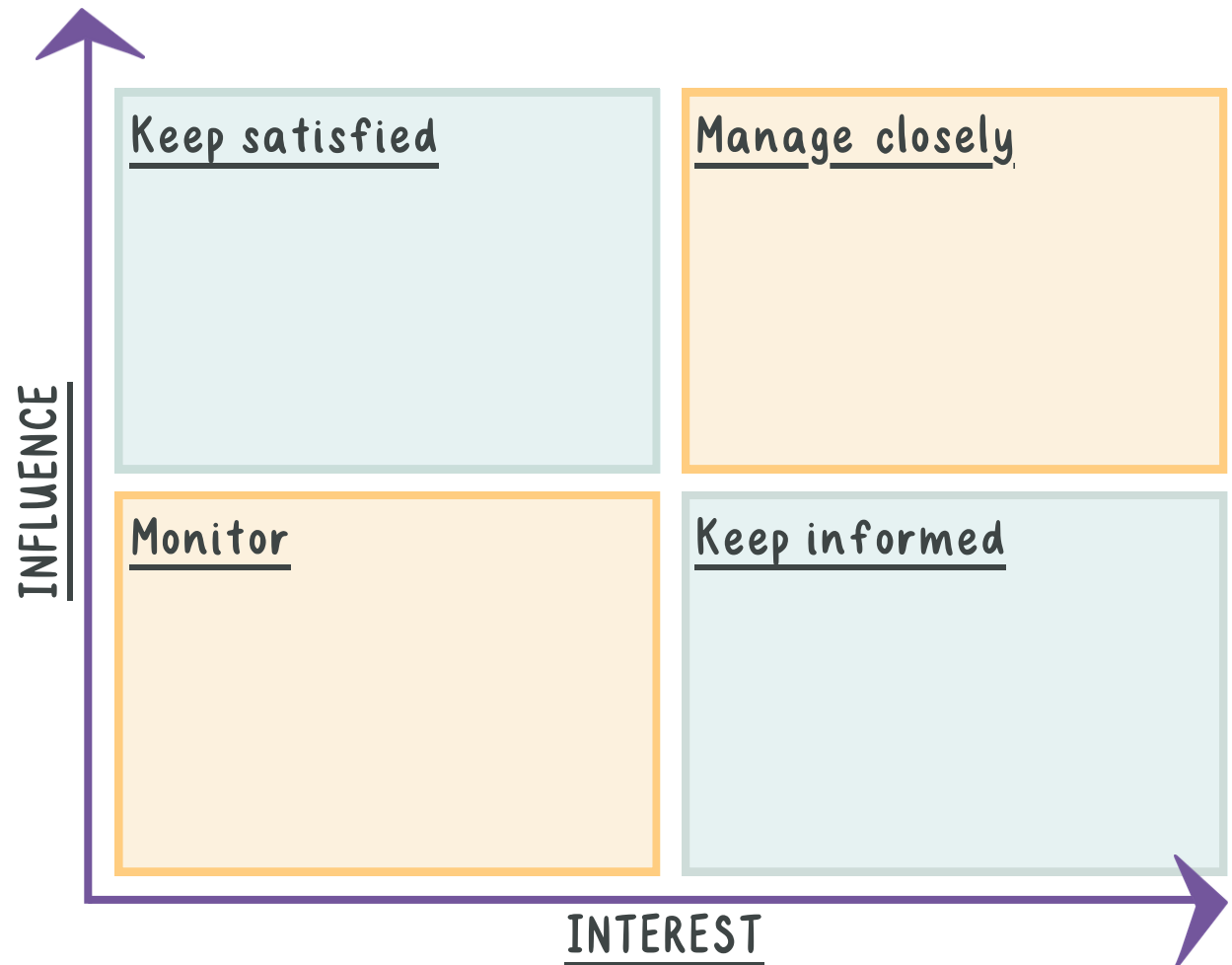
## Preparation Step:

### MAPPING YOUR STAKEHOLDERS

This matrix will provide a visual representation of how your stakeholders are categorised based on their influence and interest to the managing change process.

- **High influence - high interest:** These are key decision makers who can strongly affect the project's success, Manage these individuals closely.
- **High influence - low interest:** These individuals may not be highly engaged but can still impact the project. Keep them updated and satisfied.
- **Low power - high interest:** These individuals are often helpful with details and day-to-day insights. Keep them informed and engaged.
- **Low power - low interest:** These individuals have limited impact and interest. Monitor them and share information only as needed.

Considering your previous stakeholder map, categorise your stakeholders by their influence and interest of the project.



# MAPPING YOUR STAKEHOLDERS

