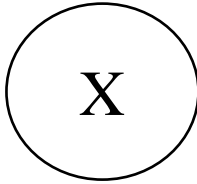


# Stakeholder Analysis

# In Strict Confidence Change Stakeholder Map

**Change**

Level of Involvement - High



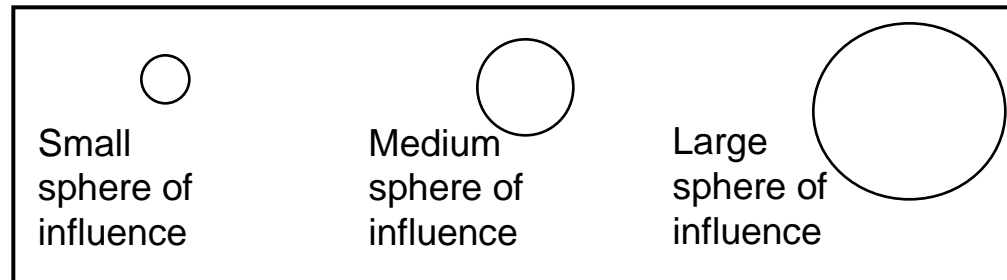
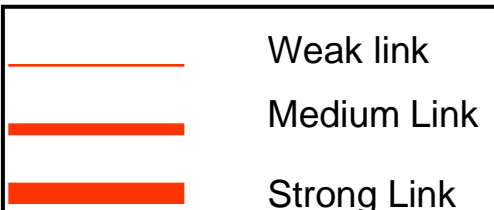
•Simply place the names of people or groups in the corresponding size circle to their sphere of influence. Place the circle where YOU think it best fits i.e. Exec 'X' has a large sphere of influence but is 'Against change with high level of involvement', he goes here.

Level of Involvement -Low

**For Change**

**Against Change**

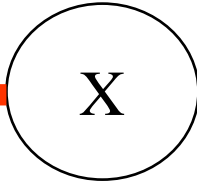
Key



# In Strict Confidence Change Stakeholder Map

Change

Level of Involvement - High



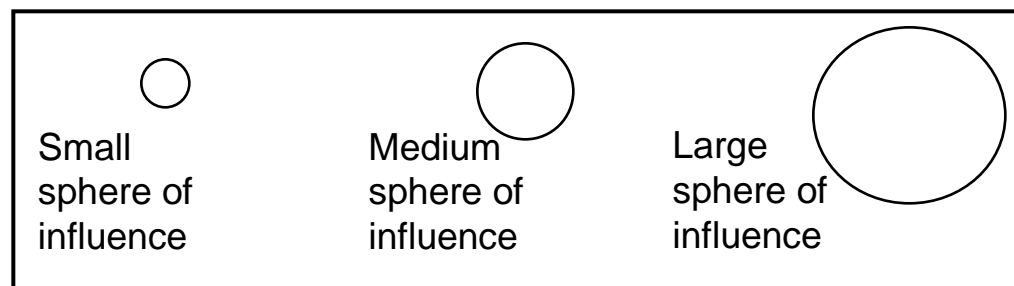
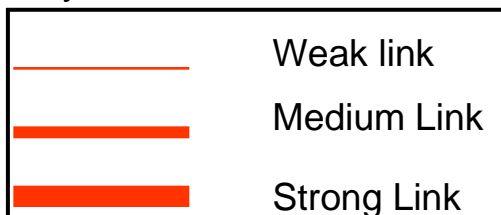
•Exec 'Y' has a medium sphere of influence but is heavily 'For change with a high level of involvement' and so fits here. There is a strong link, or relationship between 'X' and 'Y' (Maybe they play golf together or attend the same club) Use Exec 'Y' to exert pressure using his strong link with 'X' to get 'X' over to the side you want him. I.e. you want him allied with 'Y'

Level of Involvement -Low

For Change

Against Change

Key



# In Strict Confidence Change Stakeholder Map

Change

Level of Involvement - High

Y

X




•Plot out all the key stakeholders in the upcoming change process, showing spheres of influence, attitude towards change, level of involvement and the links between them all.  
Once all key stakeholders have been plotted in this way, you will clearly see the individuals or groups you need to work on and the best way to get to them – Directly or by stealth.


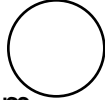
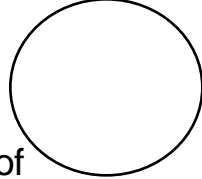
Level of Involvement -Low

For Change

Against Change

Key

	Weak link
	Medium Link
	Strong Link

		
Small sphere of influence	Medium sphere of influence	Large sphere of influence

# In Strict Confidence Change Stakeholder Map

**Change**




Level of Involvement - High


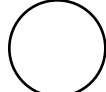
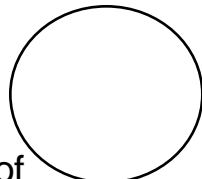
Level of Involvement - Low

**For Change**

**Against Change**

Key

	Weak link
	Medium Link
	Strong Link

		
Small sphere of influence	Medium sphere of influence	Large sphere of influence