

Influence/power of stakeholder

High power- Low Interest



- More time and effort required, keep communication levels high and tailored to their needs, and try to engage their interest using all of your influencing skills.
- Make sure you keep them happy - it may be prudent to ask them what they need to know, and how involved they need to be.
- In any event, this category contains important people - increase in interest level is a must.
- Prepare answers for question such as *"How might it affect them in positive ways? How does your change help them?"*

High power-High Interest



- Spend most of time and effort for this category of stakeholder. You need to manage them closely, communicate often, and actively engage them in activities related to change where possible.
- Ask yourself these questions: *"Are there any specific high-level activities we can ask them to be involved in? Could they act as a coach or mentor to members of your team? Can we tap into their networks? Can we ask them for advice? If you were in their position, what would you want?"*
- If you treat them well, they should be your key advocates.

Low power-Low Interest



- People in this group need to be informed where possible, and should not be totally forgotten.
- They may not be our priority, but take care to ensure the communication channels are always open.
- Involve them if you can to get them more interested; you never know when they may move into a role with more power!

Low power- High Interest



- Keep them informed to try to keep their interest high as they may move into a position with more influence - or be able to influence those who do.
- Even if power is low, they may have great network.

Interest of stakeholders