

Stakeholder Balance Map

Goal: Define who your most important stakeholders are.

1. OPPOSING

2. NEUTRAL

3. SUPPORTING

A. DECISION MAKERS

Personally & fully informed

Understands needs.
Meet needs.

Understands needs.
Keep satisfied.

Embrace support.
Keep enthusiastic.

B. INFLUENCERS (OF DECISION MAKERS)

Keep informed

Understands needs.
Meet needs.

Understands needs.
Keep satisfied.

Embrace support.
Keep enthusiastic.

C. INTERESTED PEOPLE (NO INFLUENCE)

Give regular updates

Minimal effort.

Ignore.

Use as supporter
or reference.