Stakeholders Mapping

This tool helps you to identify and map out the key influencers and gatekeepers, based on two variables: level of interest/availability and level of power/influence.



Latents: Keep satisfied

Significant decision-making authority Cannot be actively engaged due to lack of availability or interest. Difficult to have consistent touch points. Leverage for final escalation

Promotors: Actively engage

Significant decision-making authority. Can kill, sustain or nurture projects. Consistent touch points. Leverage for first escalation

Power/ Influence

Apathetic's: Monitor

Aren't significantly involved.

May not be aware of our project, and
may not want to be. Monitor if they
move intro other quadrants.

Defenders: Keep informed

May be impacted by the project, but have little influence/power. May want more time than we can give: can be an effort drain. Find efficient ways to communicate and keep them informed.

Interest/ availability

LOW