


Stakeholder Map

	Decider?	Resourcer?	Persuader?	Friend/Enemy?	Worker?
	Does Person Have Absolute Power to Say YES or NO?	Does the Person Have Power to Provide Resources?	Does Person Have Power to Persuade Significant Others?	Does Person Have Ability to Provide or Undermine Emotional Support?	Is Person Able to Work to Help Implement the Change?
Champion					
Supporter					
Neutral					
Resistor					
Blocker					

Instructions:

- Remember: Stakeholder mapping is just one small part of a full stakeholder-management approach.
1. Consider all the people who may influence the success of your change initiative.
 2. Put their names in the appropriate cell above (people can be in more than one column). Add yourself too.
 3. Continue with stakeholder management, including seeking input, working together, looking for win-wins.