

Understanding your stakeholder relationships

1. Power Broker/Commissioner	2. Peers and partners	3. Beneficiaries
(Relationship = leverage influence & find ways to stay relevant) Have decision making power associated with your strategy & projects. Are responsible for financial, practical & policy decisions e.g. at strategy / senior / board level.	(Relationship = seek expert input) Respected: you need their advocacy / recruit them as champions to build your reputation & wider awareness around their networks. They could be senior staff in partner organisations, respected clinical leads etc.	(Relationship = mutually beneficial) Important people whose support you build through the benefit they get e.g. offering expertise and advice. You can also benefit from their expertise, resources or support for cascading. Could be at any level of seniority.
4. Detractors & Gatekeepers	5. Influencers & opinion leaders	6. Deliver your programmes
(Relationship = try to get them on board) Detractors who are influential may need sustained effort through targeted & personal engagement. Gatekeepers can be at different levels of seniority e.g. PAs to strategic leaders.	(Relationship = build their advocacy to enhance your reputation) Any level of seniority. May not be directly involved in your work, but their independent opinion (often informal to power brokers) can enhance or negatively impact upon you.	(Relationship = ongoing input, expertise and resourcing of your work) People important to the smooth planning and delivery of your projects such as external project staff, clinical leads and partners comms teams.

