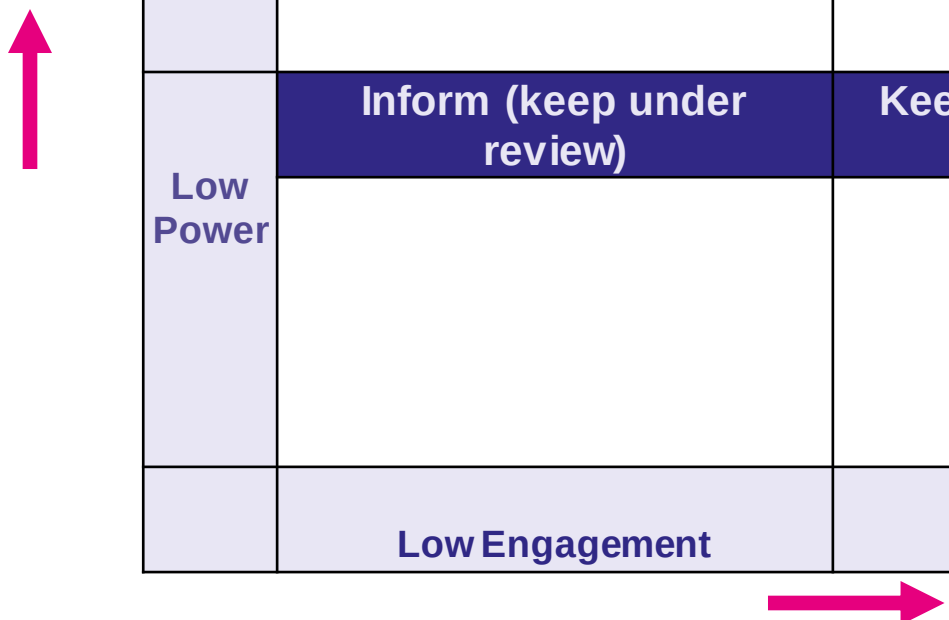


Prioritising your stakeholder list



	Build (Involve & Consult)	Maintain (Empower & Partner)
High Power		
Low Power	Inform (keep under review)	Keep on board (keep under review)
	Low Engagement	High Engagement

Take your list of stakeholders and plot them on this 'Power / Engagement' grid.

If you place someone in the top right corner this means they are a powerful and influential stakeholder who is already engaged / on board with your work.

If they're in the top left corner it means they are powerful and influential but you're not engaging them currently.

For effective engagement, using this grid is important as it helps focus your effort on those people most important to achieving your aims.

The following slides look at these segments in more detail.



High power and engagement segment

	Build (Involve & Consult)	Maintain (Empower & Partner)
High Power		These active collaborators are your most influential supporters and allies, critical your success You need to understand what drives / interests them, and above all ensure that you <i>maintain their level of engagement and interest</i> Channels and techniques are highly personalised requiring ongoing effort (1-2-1s, steering groups, briefings)
Low Power	Inform (keep under review)	Keep on board (keep under review)
	Low Engagement	High Engagement



High power / low engagement segment

	Build (Involve & Consult)	Maintain (Empower & Partner)
High Power ↑	These are important people but with lower understanding / engagement of your project / organisation These people / networks / organisations need to be converted into the 'high power, high engagement' box for your project to be successful i.e. they need to become active collaborators. Engagement is highly personalised requiring initial intense effort (1-2-1s, briefings, surveys)	
Low Power	Inform (keep under review)	Keep on board (keep under review)
	Low Engagement →	High Engagement



High engagement / low power segment

	Build (Involve & Consult)	Maintain (Empower & Partner)
High Power		
Low Power	Inform (keep under review)	Keep on board (keep under review)
		Whilst lower in terms of power and influence, you are engaged with them, and they are advocates They can be useful as champions, to help cascade via their channels, and their knowledge of their organisation / people. It is important to keep these stakeholders under review as importance can change – channels include newsletters, social media, events, and campaign (group) emails
	Low Engagement	High Engagement



Low power / low engagement segment

	Build (Involve & Consult)	Maintain (Empower & Partner)
High Power		
Low Power	Inform (keep under review) More passive partners with low power and involvement Whilst currently not priority stakeholders, their level of importance and influence may increase over time, so it is worth keeping them informed, for example by general 'campaign' communications such as newsletters, social media and invitations to events	Keep on board (keep under review)
	Low Engagement	High Engagement

