

Stakeholder Matrix

			Stakeholder Salience			
			Absent	Weak	Medium	Strong
Effect on Stakeholder	Positive	Strong				
		Medium				
		Weak				
		Absent				
	Negative	Absent				
		Weak				
		Medium				
		Strong				

Stakeholder Matrix

			Stakeholder Salience			
			Absent	Weak	Medium	Strong
Effect on Stakeholder	Positive	Strong	Why care?			powerful supporters
		Medium				
		Weak				
		Absent				
	Negative	Absent	Why care?			
		Weak				
		Medium				powerful opponents
		Strong				

Stakeholder Management

Opponent

Blocker

Indifferent

Supporter

Proponent

Listen out,
counter
resistance

Meet, discuss
fears, manage
conflict

Keep informed,
do not engage

Keep positively
informed, do
not engage

Seek out and
use their input
for your goals