

# Stakeholder Mapping

## Who do we need on our side?

To convince people that change is necessary. This often takes strong leadership and visible support from key people within your organisation. Managing change isn't enough – you have to lead it. You can find effective change leaders throughout your organisation – they don't necessarily follow the traditional company hierarchy. To lead change, you need to bring together a coalition, or team, of influential people whose power comes from a variety of sources, including job title, status, expertise, and political importance. Once formed, your "change coalition" needs to work as a team, continuing to build urgency and momentum around the need for change.

## Quick Stakeholder Mapping

Consider your key stakeholders and write each one on a post it note. Consider how interested each stakeholder is and how much influence they have, and map these on the grid.

1. Are our stakeholders in the correct place?
2. How might we move them – get them more interested or increase their influence?
3. How will we communicate with each stakeholder?

