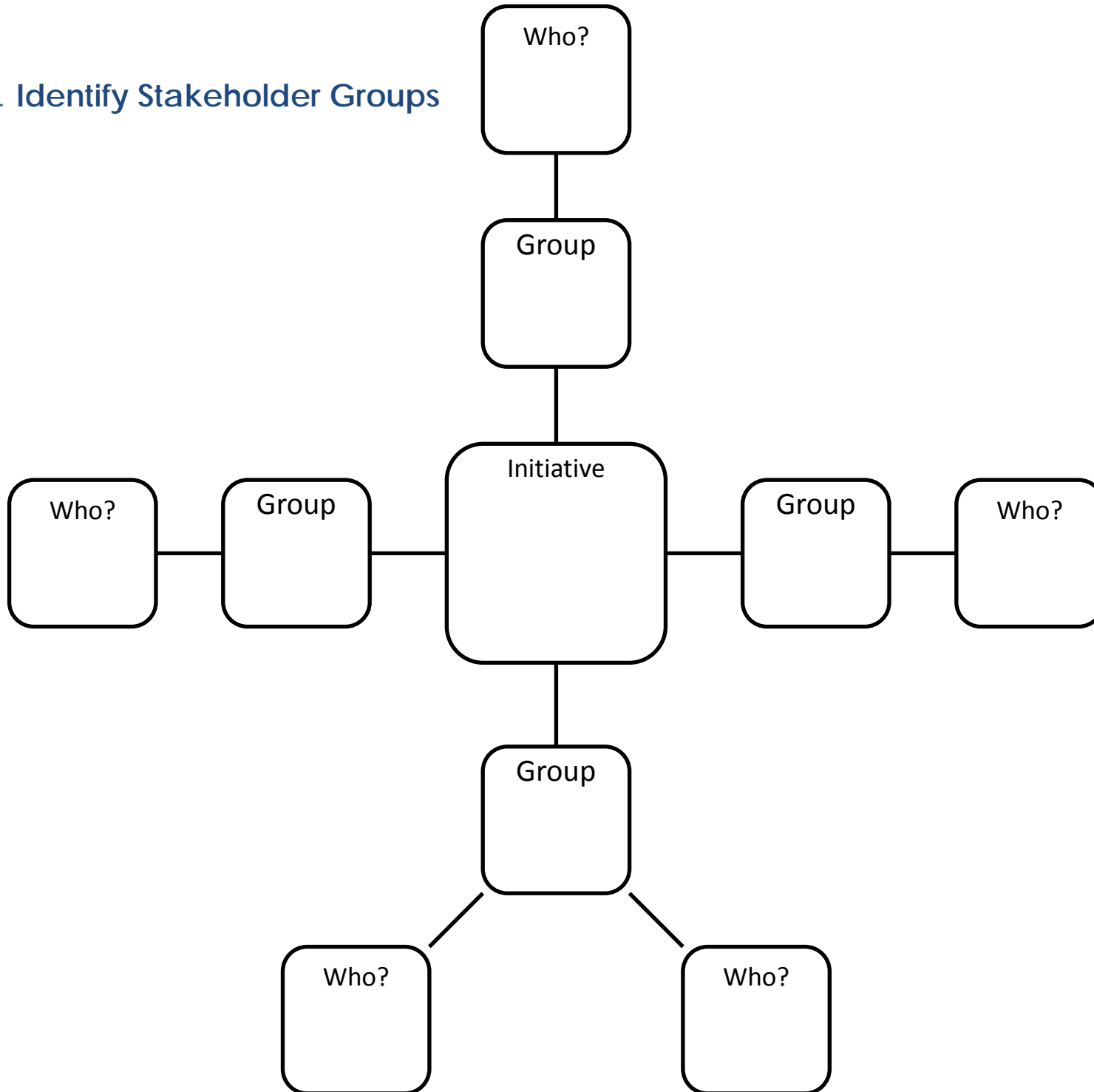


2 Plot the Individuals

POWER	SIGNIFICANT			
	SOME			
	NONE			
		NONE	SOME	SIGNIFICANT
INFLUENCE				

1 Identify Stakeholder Groups



A Key Stakeholder is a group (or institution) or individual within a group who can put a stake of support under your initiative or a stake through the heart of it.

1. State the initiative you want to pursue very clearly.
2. Identify the key stakeholder groups - JUST the group
3. THEN identify the names of key people in each group. If you don't know who the people are, put ?
4. Draw as many other "people" squares as you know exist – whether you know the individual or not.