

# Stakeholder Mapping

## Business & Management

Who matters, how much, and what to do about each.

*Power against interest in the outcome.*

| Quadrant              | Power / Interest | Approach                 |
|-----------------------|------------------|--------------------------|
| <b>Key players</b>    | High / High      | Manage closely; involve  |
| <b>Keep satisfied</b> | High / Low       | Consult; do not overload |
| <b>Keep informed</b>  | Low / High       | Communicate regularly    |
| <b>Monitor</b>        | Low / Low        | Minimal effort           |

Positions move. A low-interest regulator becomes a key player the moment something goes wrong.