**Stakeholder mapping tool**

**Map your stakeholders based on their level of interest and influence in your organisation**

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| High influence but low interest – meet their needs and try to find a hook to interest them further. | High influence and high interest – understand what they want and want they need to know. Keep them closely involved and part of the story. |
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| Low influence and low interest – always consider these stakeholders but don’t put unnecessary resources into communicating with them. | Low influence but high interest – keep them well informed and keep in mind that sometimes influence levels change. |
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What level of influence or power does this stakeholder have?

What level of interest does this stakeholder have in your organisation or the objectives?