

HIGH	 Charging Rhinos Can block you silently. Manage proactively – before they notice something's wrong.	 Sponsors Your coalition core. Invest here first and most.
POWER	 Wasps Minimal effort. Keep informed.	 Fans Your best ambassadors. Activate them early.
LOW	LOW	HIGH
	INTEREST	HIGH

High Power / Low Interest
Can kill your project in one
meeting if not watched daily.

Low Power / High Interest
They want this to work. Your ground troops.

Someone they trust more
than you carries your
message further.

1. Your most important current initiative.
2. Name 5 stakeholders. Place them.
3. Who's getting the wrong amount / type of your attention?
4. Correct course of action.

RELATIONSHIP BUILDING

