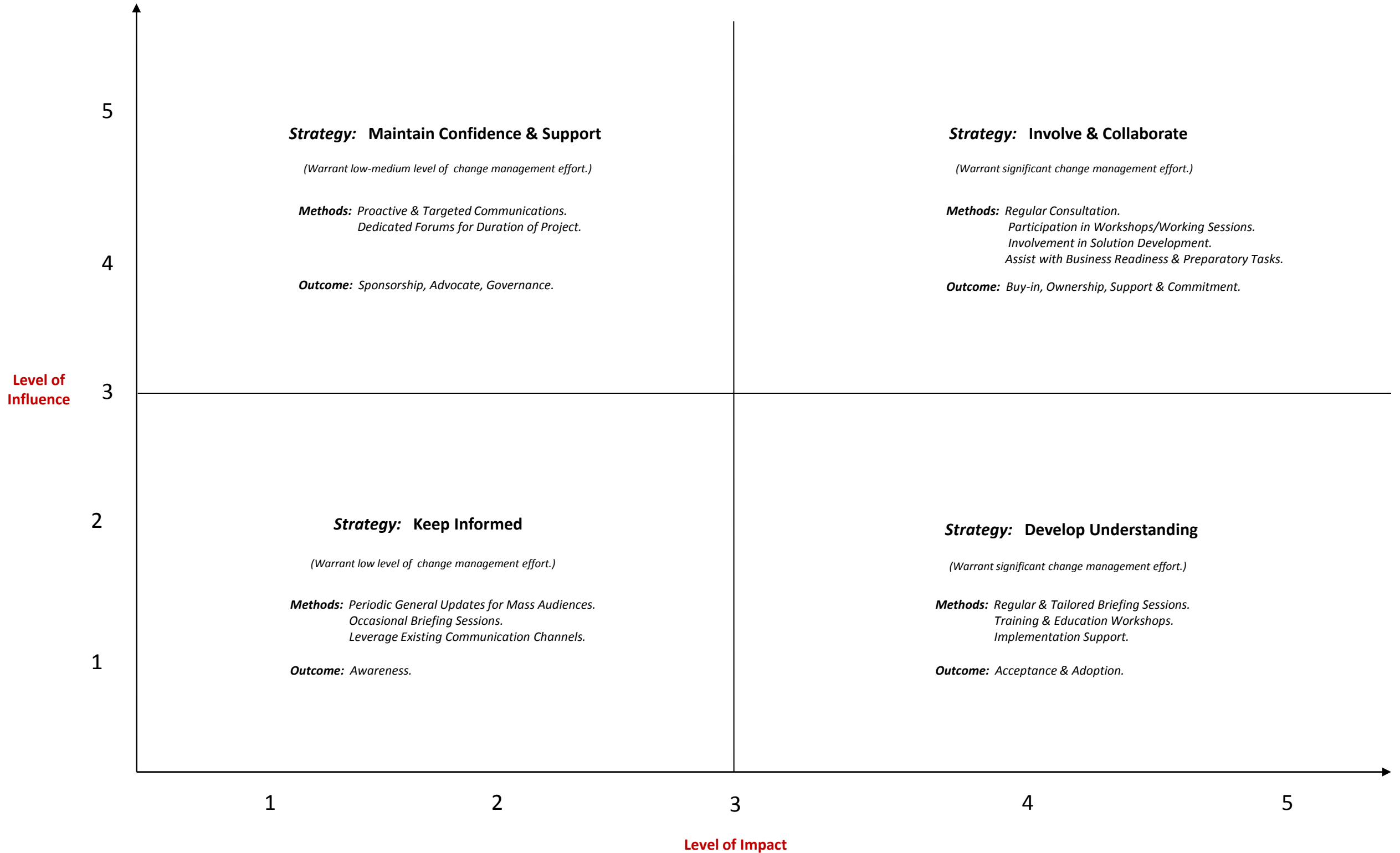




Stakeholder Analysis & Mapping Tool

Engagement Strategy Reference Model



“Change Engagement Step-Ladder”

(Key Stakeholder Engagement & Sponsorship Development)

“Advocate & Sponsor”

“Committed & Support”

“Understand & Accept”

“Aware”

“Unaware” (ground zero)

