

# INFLUENCE/INTEREST GRID

## Identify You Audiences

Brainstorm a list of your stakeholders. As part of this, think of all the people who are affected by your work, who have influence or power over it, or have an interest in its successful or unsuccessful conclusion.

## Prioritize Your Audiences

Map out your audiences on a grid like the one below, and classify them by their influence over your work and by their interest in your work. Someone's position on the grid shows you the actions you have to take with them:

1. **High influence, interested people:** These are the people you must fully engage and make the greatest efforts to satisfy.
2. **High influence, less interested people:** Put enough work in with these people to keep them satisfied, but not so much that they become bored with your message.
3. **Low influence, interested people:** Keep these people adequately informed, and talk to them to ensure that no major issues are arising. These people can often be very helpful with the detail of your project.
4. **Low influence, less interested people:** Again, monitor these people, but do not bore them with excessive communication.

## Understand Key Audiences

1. What financial or emotional interest do they have in the outcome of your work? Is it positive or negative?
2. What motivates them most of all?
3. What information do they want from you?
4. How do they want to receive information from you? What is the best way of communicating your message to them?
5. What is their current opinion of your work? Is it based on good information?
6. Who influences their opinions generally, and who influences their opinion of you? Do some of these influencers therefore become important stakeholders in their own right?
7. If they are not likely to be positive, what will win them around to support your project?
8. If you don't think you will be able to win them around, how will you manage their opposition?
9. Who else might be influenced by their opinions? Do these people become stakeholders in their own right?

