STAKEHOLDER SEGMENTATION

	Advocates _For the change and influential_	**Acceptors** _Likely to go along with the change_	**Neutrals**	**Sceptics** _Able to be persuaded_	**Resistors** _Against the change_	**Saboteurs** _Against the change and influential_
Names						
Default actions						

STAKEHOLDER ANALYSIS MATRIX

Stakeholder Name	Category	Impact of the change on them (Low, Medium, High)	Impact on the project	Influence on the project (Low, Medium, High)	What is important to the stakeholder?	How could the stakeholder contribute to the project?	How could the stakeholder block the project?	Strategy for engaging the stakeholder