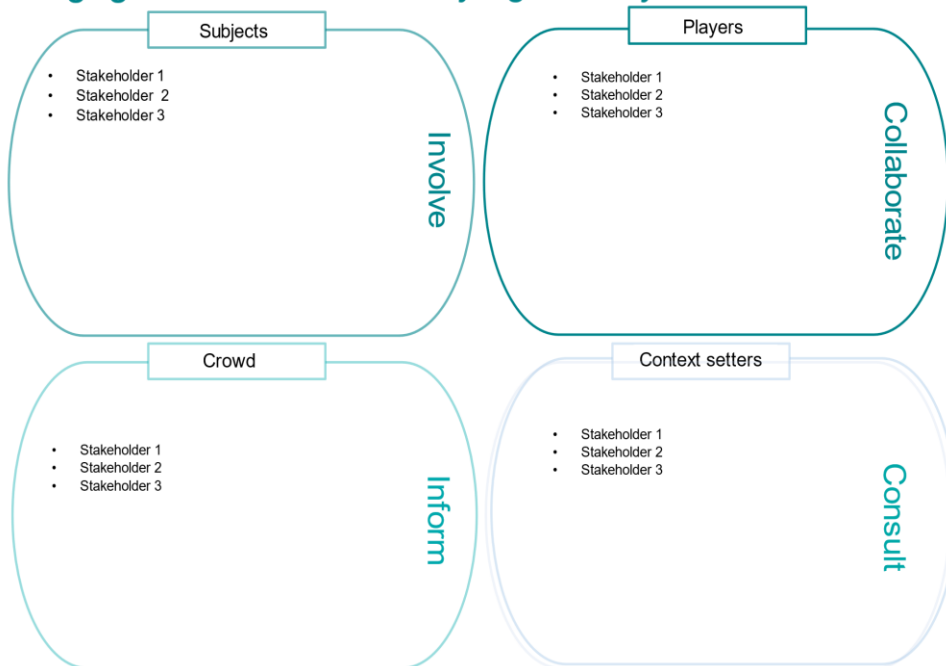


Identification and mapping of stakeholders

A four sector approach will identify, prioritise and order cohorts in line with high and lower power, and high and low impact attributes. This can be further adjusted and tuned as the process develops to identify intermediate levels of power/impact.

Engagement zones-identifying the key influencers



Key:

Subjects – Individuals with high interest but low power. Individuals who are affected by the therapy/intervention and those who are keen to influence its take-up but who have no position in the decision-making dynamics or veto

Players – Stakeholders with high interest and high power, active in decision making and change dynamics.

Context-setters – People with low interest but their interplay – opinions, ideas and concerns, can have a direct impact on how a project/issue progresses

Crowd – Stakeholders with low interest and low power – proximate with a general public that need to be kept informed, when appropriate but no more involved than that.

Throughout the approach the client's value messaging and messaging vectors will be aligned with stakeholders and their engagement requirements.