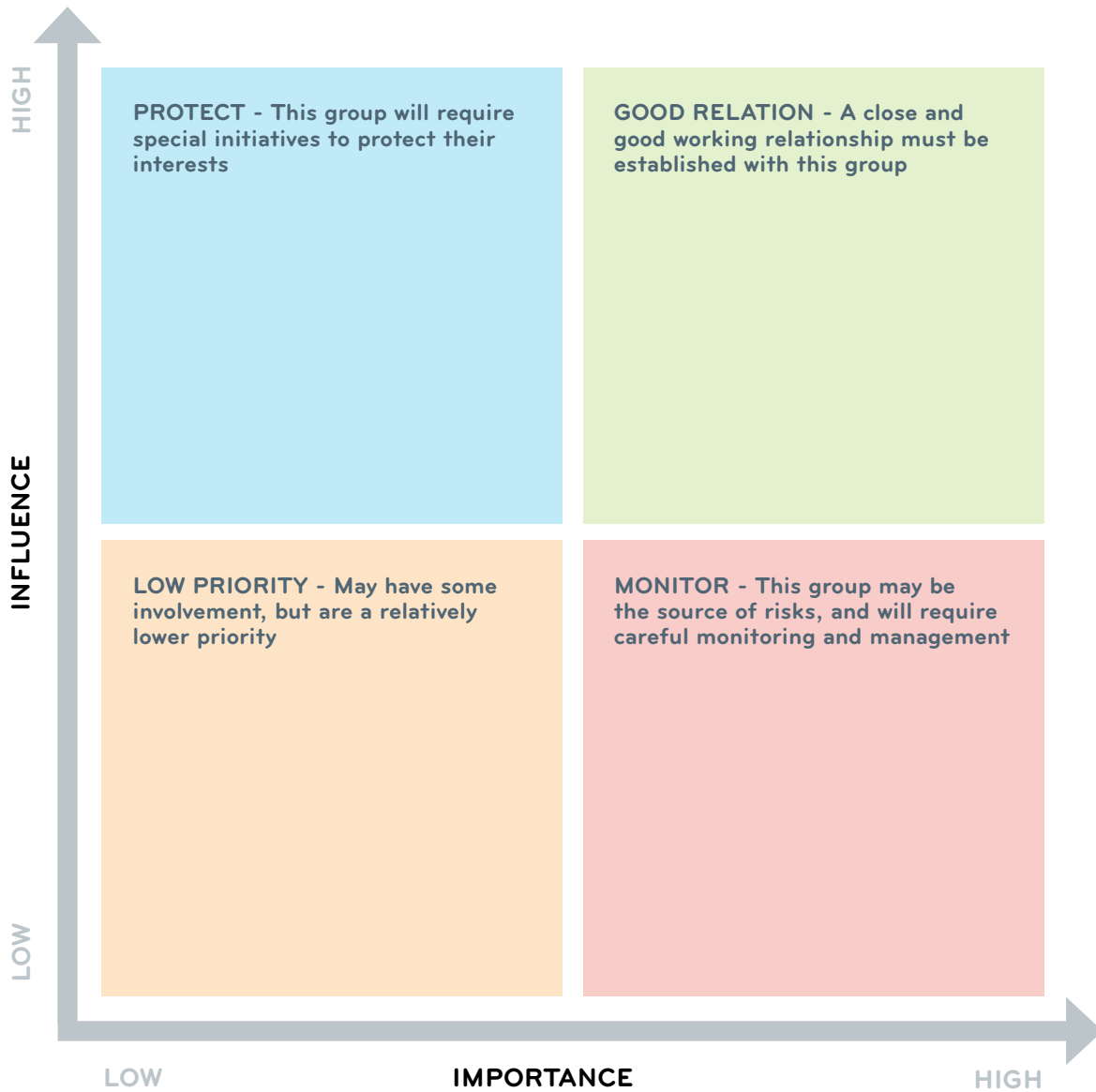




Resource 11 Stakeholder Importance/Influence Analysis

Now plot the position of each stakeholder into the following Importance/Influence Grid to present the information graphically.



The positions of your stakeholders within the matrix, show who your most important and influential stakeholders are and help you determine the approach and cooperation model for each stakeholder.

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