

TARGET

05 | Interventions


Interest

Keep satisfied

Despite their low interest, these stakeholders must be kept well informed/satisfied. They can strongly influence others.
They want to be included in the plans, but don't need detailed information.
Make sure the main lines are clear and involve them at strategic moments. Make progress clear..

Inform

These are stakeholders who are at least able to influence a project and are not interested in doing so.
It is less necessary to inform this group or engage with them, but they should be monitored in case circumstances change.
Only a limited time investment is required. Keeping them in the loop should cover their needs.


Power

Actively engage

These are your key stakeholders: strongly involved in decision-making and have the authority to terminate a project if they are dissatisfied.
Involve them as actively as possible in the project, coordinate with them and investigate what is important to them. Provide close cooperation

Consult

These are often stakeholders who are important in implementation and can lobby more powerful groups.
It is important to keep these stakeholders informed and to address concerns that can become major problems later on.
Make them feel heard and give them access to as much information as possible. Involve them as early as possible.


Interest


Power

