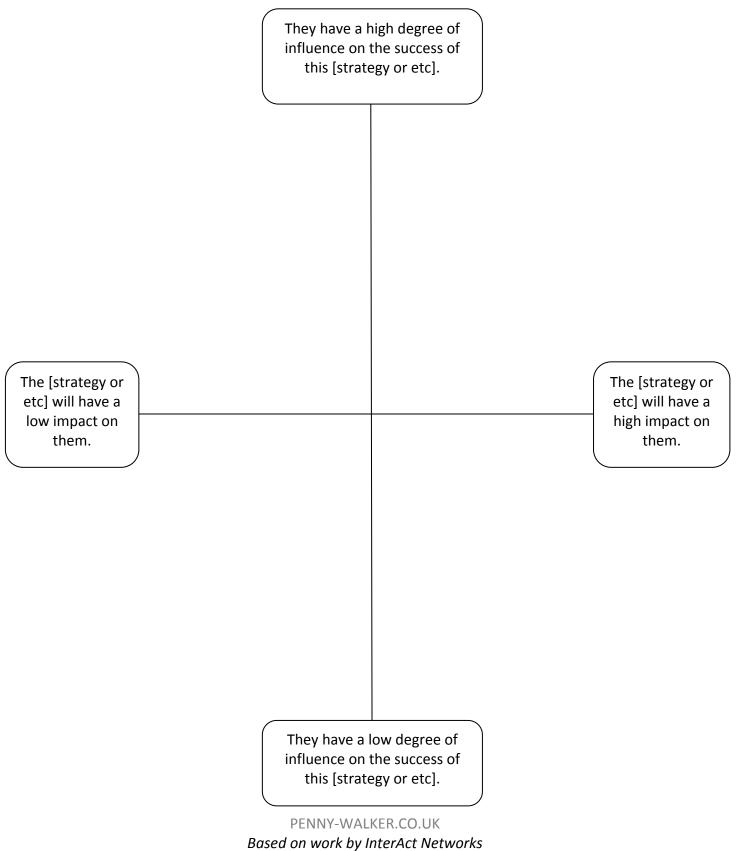Who are the people who will be affected by, or who have an interest in, the [strategy / topic / issue / decision / project / organisation / policy]?
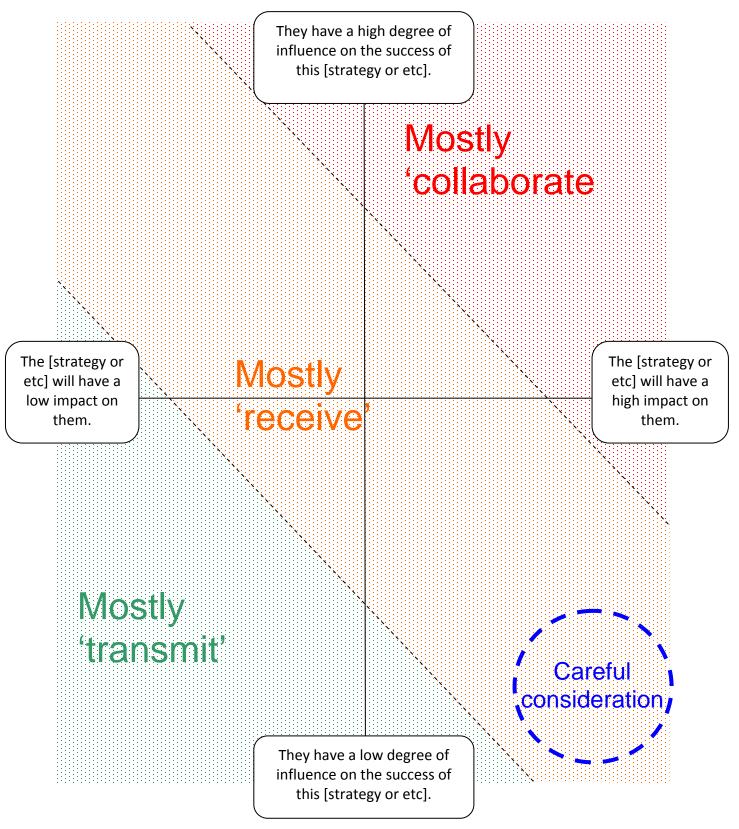
Step 1: Identify all the people and organisations.
Step 2: Map them on this matrix, according to their degree of influence and the degree of impact on them.

They have a high degree of influence on the success of this [strategy or etc].

The [strategy or etc] will have a low impact on them.

The [strategy or etc] will have a high impact on them.

They have a low degree of influence on the success of this [strategy or etc].

Based on work by InterAct Networks

Who are the people who will be affected by, or who have an interest in, the [topic / issue / decision]?

Step 3: Overlay the zones, to see which stakeholders need mostly 'transmit', 'receive' or 'collaborate' intensity of engagement.

They have a high degree of influence on the success of this [strategy or etc].

Mostly 'collaborate

The [strategy or etc] will have a low impact on them.

Mostly 'receive'

The [strategy or etc] will have a high impact on them.

Mostly 'transmit'

Careful consideration

They have a low degree of influence on the success of this [strategy or etc].

Based on work by InterAct Networks