Personal Stakeholder Analysis for my career

C- Director Fin.	evel VP sales
Contracts	Dir. renewals
Meet their needs	<u>Key player</u>
Director HR	My boss
Rev. rec. team Service sales	Lead generation Colleagues
IT support	Sales support
Event coordinator	Partner sales
Least important	Show consideration
Non-sales ops	Consulting
Consulting admin.	

Interest of stakeholders

[Hints

Meet their needs

- engage & consult on interest areatry to increase level of interest
- aim to move into right hand box

Key player

- key players focus efforts on this group
- •involve in governance/decision making bodies
- engage & consult regularly

Show consideration

- make use of interest through involvement in low risk areas
- keep informed & consult on interest area
- potential supporter/ goodwill ambassador

Least important

- minimum effort
- •inform via general communications newsletters, website, mail shots
- •aim to move into right hand box