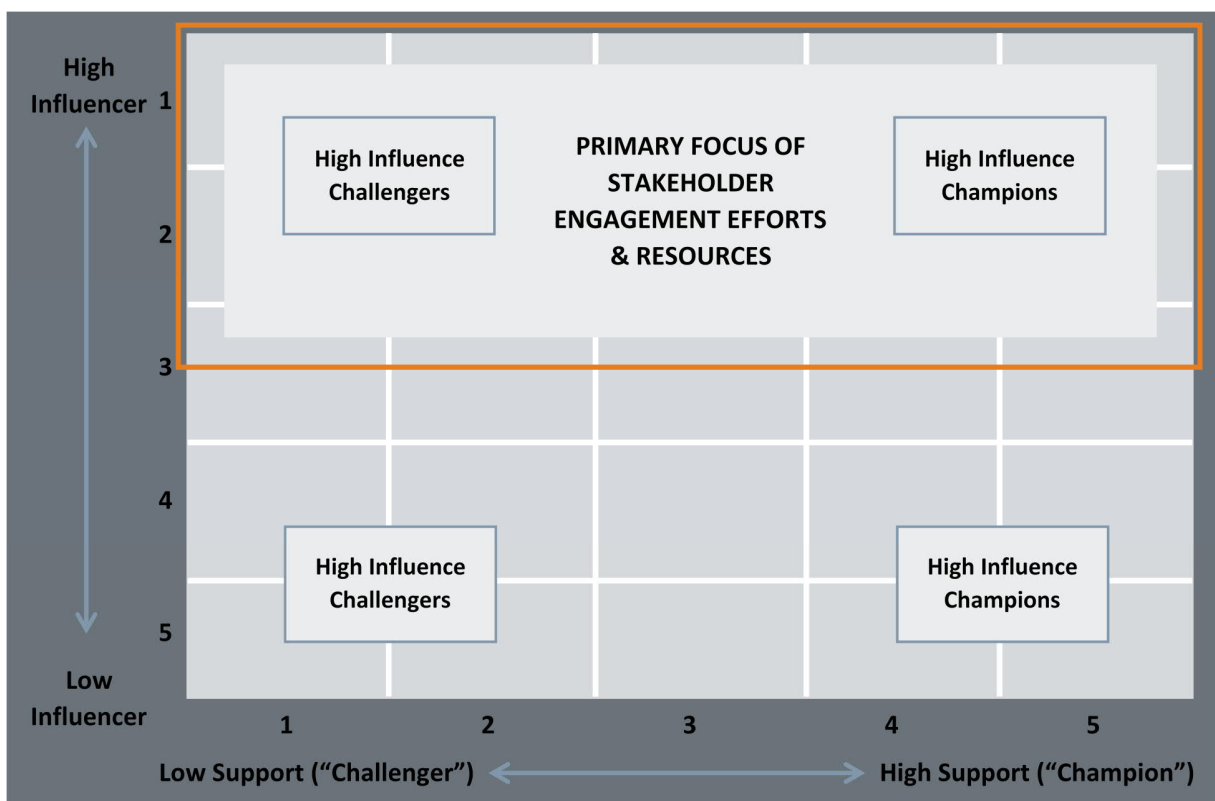




Model for Prioritizing Stakeholders

MODEL FOR PRIORITIZING STAKEHOLDERS

1



Group stakeholders into cohorts:

- High Influence Challengers: Outreach efforts should focus on converting these individuals to champions. Failing that, plan countermeasures that could help neutralize any actions they might take that could potentially harm or derail the project.
- High Influence Champions: Proactively leverage the positive energy from these individuals / groups to further your objectives and to build a strong foundation of support.

¹ Adapted from A Framework and Toolkit for Managing eHealth Change: People and Processes, Canada Health Infoway, available at <https://www.infoway-inforoute.ca/index.php/progress-in-canada/managing-change>



GUIDELINES

- Low Influence Challengers: Maintain awareness of any actions that could potentially harm the project, but put less energy into converting these challengers into champions
- Low Influence Champions: Ensure that positive relationships are maintained, but put less energy into further cultivating these champions.

According to Sharma, project leaders are best advised to allocate stakeholder engagement resources to the High Influence Challengers and High Influence Champions.

VERSION: 20.05.28