STAKEHOLDER MAP
Importance vs. Influence
STAKEHOLDER MAP

Managing needs

- Importance
  - low
  - high

- Influence
  - low
  - high

<table>
<thead>
<tr>
<th>Influence</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>low</td>
<td>low</td>
</tr>
<tr>
<td>high</td>
<td>high</td>
</tr>
</tbody>
</table>

- Keep them satisfied
- Manage closely
- Keep an eye (monitor)
- Keep them informed