**Stakeholder Map (Guide)**

**Active Consultation**
Keep Satisfied.
Have sufficient engagement with these stakeholders to satisfy them that their voices are being heard on key issues, but avoid low value contact so they do not lose interest in the proposed change or initiative.

**Key Player**
Manage Closely – need strong buy in.
These are the stakeholders with whom you must fully engage and make the greatest effort to satisfy their concerns and requirements for information.

**Keep Informed**
Monitor this group, keep them informed, but do not overload them with excessive communication or superfluous information.

**Maintain Interest**
Keep informed – 2 way communication.
Keep this group regularly informed, and talk to them to maintain their interest and monitor any issues or concerns that may arise. These stakeholders can often be very helpful with the detail of your programme/project.