

# Template 6.1.1: Interest Influence Mapping Grid

## Purpose

This template assists you to understand your stakeholders in terms of their level of interest in the change and their level of influence. This data will support you in distilling core groups and shaping how best to involve stakeholders in the change process.

## How to use it?

Use the high/low axis as guidance to list both internal and external stakeholders in the relevant quadrants in terms of:

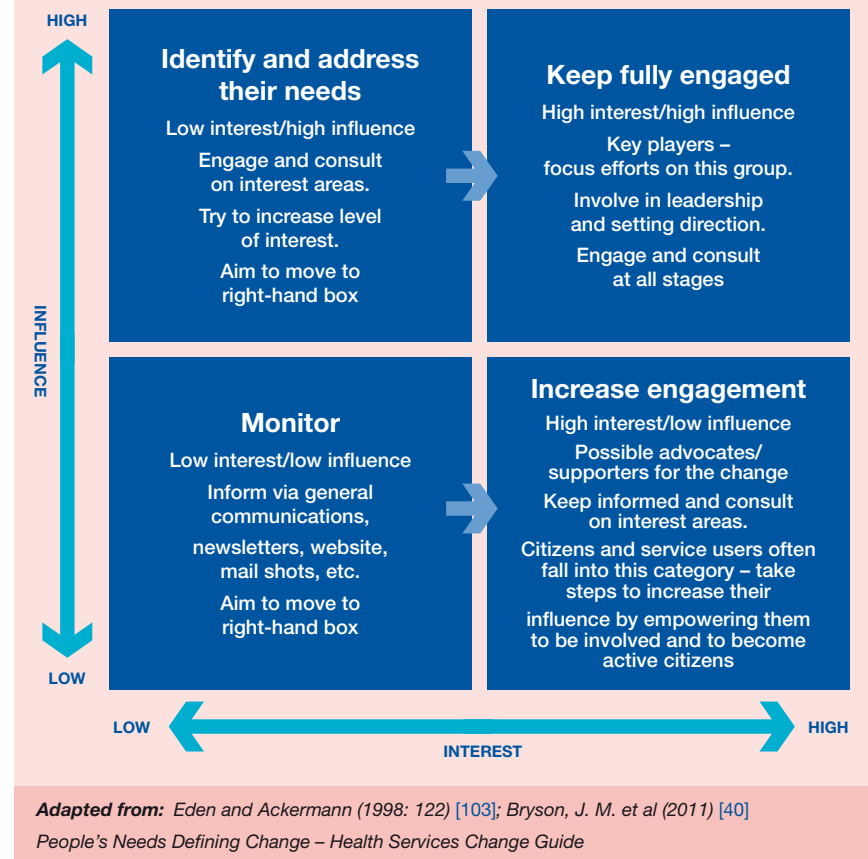
- ▶ their **level of interest** in the change – the extent to which individuals or groups have a vested interest in the change/their expectations of what they want the change to deliver
- ▶ the **influence** – extent to which individuals or teams are able to influence others to change. Influence is apparent in formal and informal ways such as opinion leaders and ‘go to’ people, as well as through position, status and access to resources

Having grouped stakeholders, engage directly with them to consider how they might feel about and react to the change. Consult the individuals and groups on how they would like to be involved and what approaches would work best. Use the guidance to inform your planning, i.e. individuals/groups whom you need to keep fully engaged and those for whom you wish to increase engagement.

## Colour coding – optional

To assist you to transfer this data to other templates, you may consider colour coding each grouping in line with the four quadrants and group internal and external stakeholders separately for ease of reference.

Figure 26: Influence-Interest Mapping Grid



**Template 6.1.1:** Interest Influence Mapping Grid (continued)



Adapted from: Eden and Ackermann (1998: 122) [103]; Bryson, J. M. et al (2011) [40].

People's Needs Defining Change – Health Services Change Guide