

Stakeholder Types & Strategies

	Characteristics	Strategies (Say & Do)
Enthusiastic Adopters	<ul style="list-style-type: none"> • Invested in the new way • See the positives • Feel pride as an adopter 	<ul style="list-style-type: none"> • Communicate to them • Invest in them • Give key tasks • Enable to share stories
The Big Middle	<ul style="list-style-type: none"> • See pros and cons of new way • Unsure about need for change • Unsure can be successful with new • Unclear about your picture 	<ul style="list-style-type: none"> • Engage Adopters to influence Shadow/see results of high performers • Involve them in later testing to provide you feedback
Concerned Resisters	<ul style="list-style-type: none"> • Protect core values/traditions • Focus on negatives of new way • Don't see success for themselves in new world 	<ul style="list-style-type: none"> • Listen for key fixable issues • Focus on those who are influential • Find a victory with changeables • Find narrow agreements with unmovables