# Stakeholder Types & Strategies

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Strategies (Say &amp; Do)</th>
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| **Enthusiastic Adopters** | • Communicate to them  
• Invest in them  
• Give key tasks  
• Enable to share stories |
| • Invested in the new way  
• See the positives  
• Feel pride as an adopter | |
| **The Big Middle** | • Engage Adopters to influence Shadow/see results of high performers  
• Involve them in later testing to provide you feedback |
| • See pros and cons of new way  
• Unsure about need for change  
• Unsure can be successful with new  
• Unclear about your picture | |
| **Concerned Resisters** | • Listen for key fixable issues  
• Focus on those who are influential  
• Find a victory with changeables  
• Find narrow agreements with unmovables |
| • Protect core values/traditions  
• Focus on negatives of new way  
• Don’t see success for themselves in new world | |