

Identification of key PiC stakeholders

Potentially affect....

Stakeholder
(Individuals/Groups)

	Financial approval & decisions	Policy approval and decisions	HR approval and decisions	Service purchase decisions	Market for services	Level of staff commitment	etc.....

Key

High (or red) – Where power and interest are medium or above

Low (or yellow) – Where power and interest are low

Medium (or green) – All other combinations

Stakeholder audit

Stakeholder	Actively Resistant	Passively Resistant	Neutral	Passively Supportive	Actively Supportive	Strong Advocate	Influencing Strategy

Current position 

Target position 