

Stakeholder engagement action grid:

Followers

- Increase their understanding
- Keep informed and positive
- Avoid the temptation to exploit

Advocates

- Active communication
- Input to milestones and decisions
- Engage for internal promotion of benefits

Understand project

Blockers

- Proactive communication
- Interview and meet; explain to overcome fear
- Involve in projects when understanding is achieved

Opponents

- Engage in dialog to clarify disagreement
- Use facts and data to find a win-win situation

Support project