**Post Webinar #2 - Stakeholder Engagement**

* Determine your lab target candidates
* Identify your stakeholders:
  + *Champions* (stakeholders that will help lead the change)
  + *Helpers* (Stakeholders that will encourage change)
  + *Bystanders* (Stakeholders with a neutral attitude towards change)
  + *Resisters* (Stakeholders that disrupt change)
* Stakeholder Mapping
  + A **visual** exercise that allows you to identify and prioritize stakeholders
  + Cast a wide net, further than what is immediately obvious
  + Scale to size and complexity of project

\**may need updating as project or context evolves*

**

***Show Consideration***

***Key Players***

***Meet Needs***

***Least Attention***

* Indicate your proposed lab target
* Place your stakeholders on the map below
* Think about the various strategies that you will use to engage/update your stakeholders

**Proposed Lab Target: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Level of Impact**

**Level of Influence**