



DECISION TREE
STAKEHOLDER MANAGEMENT

A decision tree to help you correlate purpose, audience and message for a diverse group

Aligning your purpose with your so what can require some deep thought about your stakeholders, particularly when you are communicating with a group rather than a single individual.

In these situations, it is not uncommon to find different members of that group with different levels of understanding of your issue and also potentially different views about the matter.

This decision tree offers a way to think through this conundrum so you can tailor your purpose and audience to match your messaging.

I hope you find it useful.

ENTRY QUESTION:

Why do your stakeholders not support your proposition?

