Stakeholder map

Identify influence, decision authority, and relationship gaps.

Buying roles are not job titles. Record who decides, funds, evaluates and uses. Mark unconfirmed roles as assumptions.

COMPLETED EXAMPLE - FICTIONAL

Account: Lindenworks. Mara, Head of HR: functional advocate, champion status unverified. Leon, CFO: budget approval per Mara, no direct access. Ivo, IT: integration reviewer confirmed. Action: Mara invites Leon to the value review on 6 Oct.

Account / initiative	As of / prepared by

1 People and influence

Name / job title	Buying role + interest	Influence / stance / access	Evidence or assumption

Missing roles: budget, decision, users, technical, procurement / legal

Stakeholder map

Continue the worksheet. Separate facts, assumptions and commitments.

2 Make relationships visible

Sketch or text: Who influences whom? Solid = confirmed; dashed = assumption.

3 Close access gaps

Relationship gap / question	Action / introduction via	Owner + due date

Largest gap / next joint conversation

Review date / with

COMPLETION CHECK

- ☐ The champion and budget owner have been verified separately.
- ☐ Users and technical stakeholders are included.
- ☐ Influence and relationship strength are described.
- ☐ Assumptions are clearly flagged.
- ☐ A concrete action addresses the largest access gap.