Stakeholder Radar

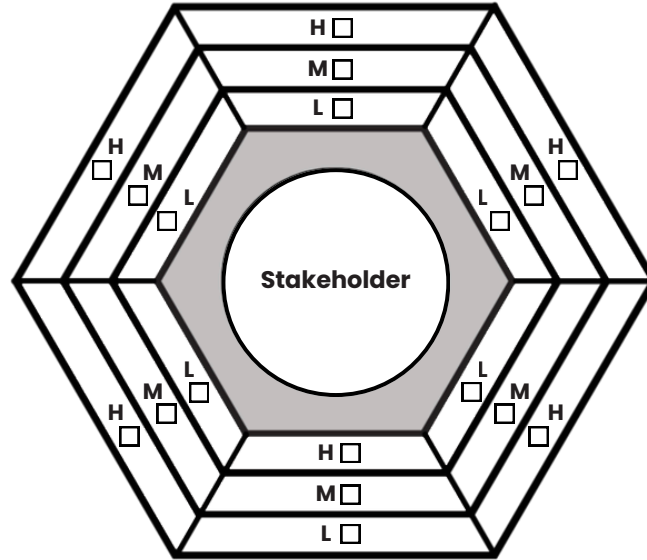| Variables >>>	INFLUENCE	RELEVANCE	ALIGNMENT	NETWORK	COMMS	MINDSET
Description >>>	Directly shapes Marketing's ability to be seen as strategic	Sees Marketing as critical to organisational growth, trust, or competitive advantage	Their business goals align with Marketing's strategic contribution	Can open doors for Marketing across silos	Understand Marketing when you speak in enterprise language (ROI, risk, growth)	Defines Marketing as strategic Advocates for Marketing's seat at the table

How to Identify Important Stakeholders
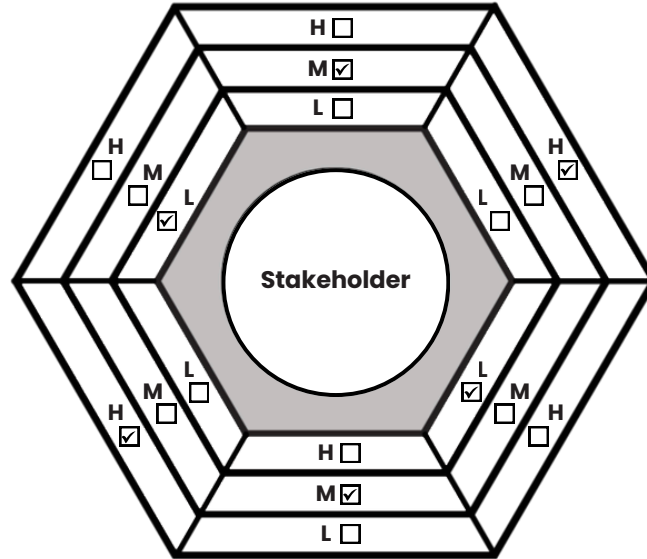
More 'H' Ratings = More Favourable Stakeholder

Instructions:
1. Please use 1 Radar for each Stakeholder.
2. The more 'Hs' you have for your stakeholder = the more favourable they are.
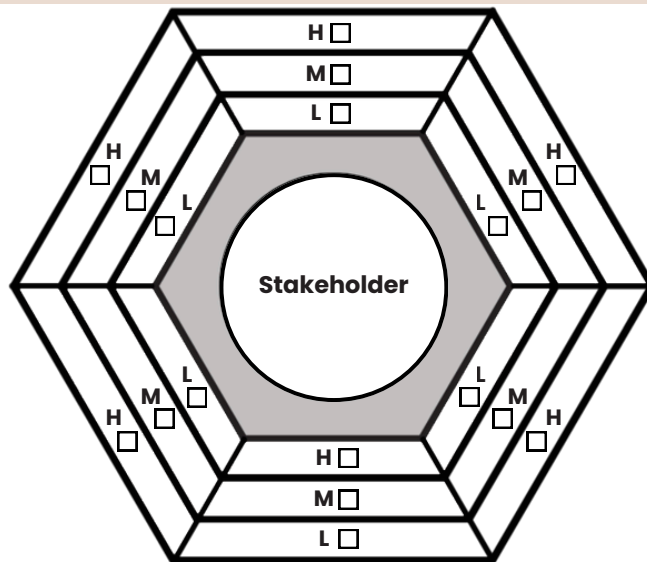
How to Identify Important Stakeholders #1

More 'H' Ratings = More Favourable Stakeholder

Instructions:
1. Please use 1 Radar for each Stakeholder.
2. The more 'Hs' you have for your stakeholder = the more favourable they are.

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How to Identify Important Stakeholders #2

Stakeholder

More 'H' Ratings = More Favourable Stakeholder

Instructions:
1. Please use 1 Radar for each Stakeholder.
2. The more 'Hs' you have for your stakeholder = the more favourable they are.

TUR△S
IDENTITY-LED LEADERSHIP
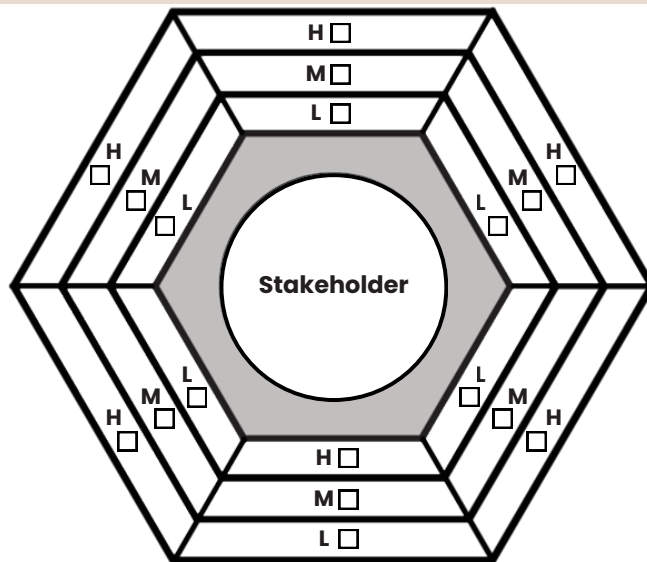
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More 'H' Ratings = More Favourable Stakeholder

Instructions:
1. Please use 1 Radar for each Stakeholder.
2. The more 'Hs' you have for your stakeholder = the more favourable they are.

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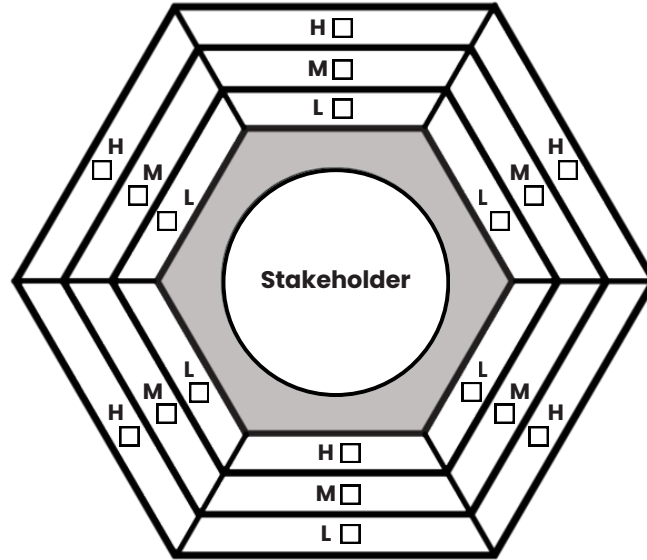# How to Identify Important Stakeholders #4

More 'H' Ratings = More Favourable Stakeholder

Instructions:
1. Please use 1 Radar for each Stakeholder.
2. The more 'Hs' you have for your stakeholder = the more favourable they are.

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