Growth Performance

PRACTICAL PLANNING TOOL

Stakeholder Mapping and Influence Planner

Influence is built through relationships, not just good ideas. This planner helps you map your real stakeholders, assess each relationship honestly, understand what each person cares about, and plan a deliberate approach to building the influence you need.

Before you begin: Think about a specific goal, project, or change you're trying to make happen. Effective influence is context-specific. The stakeholders who matter for this initiative may differ from your usual network. Adapted from research by Cohen and Bradford (2005) on organisational influence and Cialdini (2006) on persuasion.

MY GOAL OR INITIATIVE

WHAT I'M TRYING TO ACHIEVE (BE SPECIFIC):

BY WHEN:

WHY IT MATTERS:

STAKEHOLDER MAP

Place each key stakeholder into the grid below based on their current level of support for your goal and their level of influence over the outcome. Be honest, not aspirational.

HIGH INFLUENCE / HIGH SUPPORT

Champions, nurture and involve them

HIGH INFLUENCE / LOW SUPPORT

Blockers, your highest priority to engage

LOW INFLUENCE / HIGH SUPPORT

Supporters, keep informed and engaged

LOW INFLUENCE / LOW SUPPORT

Sceptics, monitor, don't ignore

STAKEHOLDER DETAIL PLANNER

For your three to five most important stakeholders, complete a row below. Prioritise your high-influence stakeholders first.

Stakeholder 1

NAME & ROLE

CURRENT RELATIONSHIP QUALITY (1 TO 5)

CURRENT SUPPORT LEVEL

☐ Strong ☐ Neutral ☐ Opposed

WHAT THEY CARE ABOUT MOST (GOALS, CONCERNS, PRESSURES):

WHAT I CAN OFFER THAT THEY VALUE (INFORMATION, SUPPORT, RECOGNITION, CONNECTION, RESOURCES):

MY SPECIFIC INFLUENCE APPROACH WITH THIS PERSON:

MY NEXT ACTION WITH THIS STAKEHOLDER:

Stakeholder 2

NAME & ROLE

CURRENT RELATIONSHIP QUALITY (1 TO 5)

CURRENT SUPPORT LEVEL

☐ Strong ☐ Neutral ☐ Opposed

WHAT THEY CARE ABOUT MOST (GOALS, CONCERNS, PRESSURES):

WHAT I CAN OFFER THAT THEY VALUE (INFORMATION, SUPPORT, RECOGNITION, CONNECTION, RESOURCES):

MY SPECIFIC INFLUENCE APPROACH WITH THIS PERSON:

MY NEXT ACTION WITH THIS STAKEHOLDER:

Stakeholder 3

NAME & ROLE

CURRENT RELATIONSHIP QUALITY (1 TO 5)

CURRENT SUPPORT LEVEL

☐ Strong ☐ Neutral ☐ Opposed

WHAT THEY CARE ABOUT MOST (GOALS, CONCERNS, PRESSURES):

WHAT I CAN OFFER THAT THEY VALUE (INFORMATION, SUPPORT, RECOGNITION, CONNECTION, RESOURCES):

MY SPECIFIC INFLUENCE APPROACH WITH THIS PERSON:

MY NEXT ACTION WITH THIS STAKEHOLDER:

Stakeholder 4

NAME & ROLE

CURRENT RELATIONSHIP QUALITY (1 TO 5)

CURRENT SUPPORT LEVEL

☐ Strong ☐ Neutral ☐ Opposed

WHAT THEY CARE ABOUT MOST (GOALS, CONCERNS, PRESSURES):

WHAT I CAN OFFER THAT THEY VALUE (INFORMATION, SUPPORT, RECOGNITION, CONNECTION, RESOURCES):

MY SPECIFIC INFLUENCE APPROACH WITH THIS PERSON:

MY NEXT ACTION WITH THIS STAKEHOLDER:

MY PRIORITY ACTIONS

#	ACTION	STAKEHOLDER	BY WHEN
1			
2			
3			
4			
5			

The reciprocity principle: Influence works both ways. The most effective approach starts by understanding what the other person needs, not what you need from them. Before your next stakeholder conversation, identify one genuine thing you can offer or do for them.

Want help putting this into practice?

Growth Performance builds the human advantage in an AI-driven world, with people, teams and leaders.

growthperformance.co.uk/contact
hello@growthperformance.co.uk