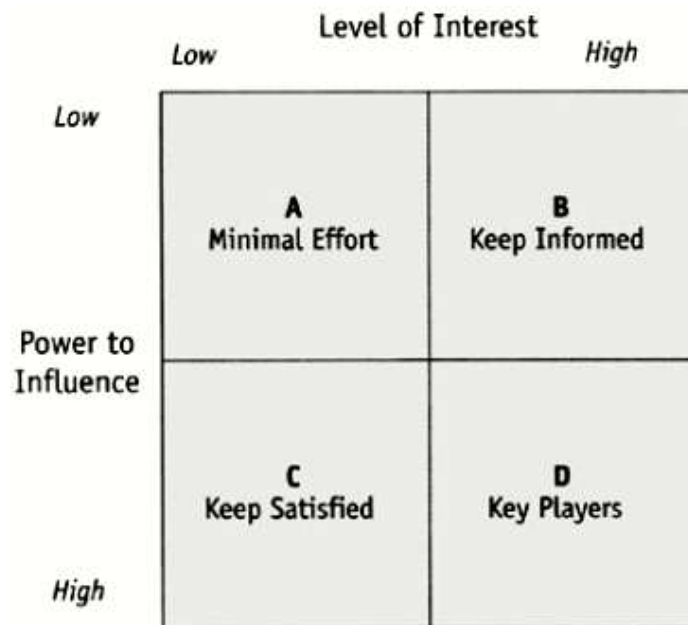


## STAKEHOLDER ANALYSIS

Who'll help you do what you can't alone?

Brainstorm a list of your key supporters and detractors. Map them on a grid according to:

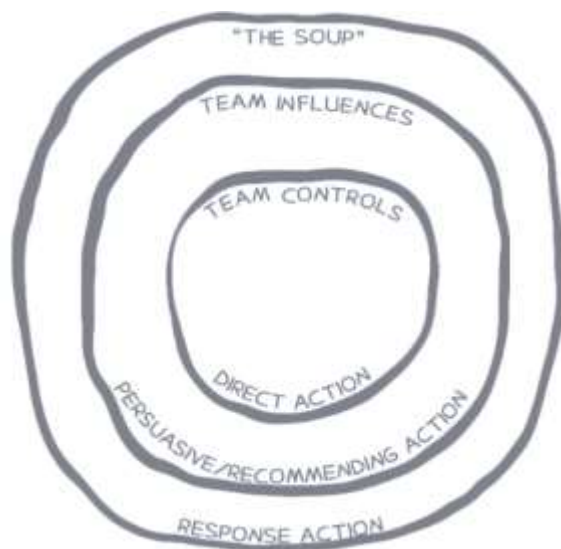
1. how much your initiative affects or threatens their ability to succeed (interest), and
2. how much they can influence your initiative's success or failure. Keep in mind, this is not about authority: long-time employees, connectors, and gossips may have lots of influence!



Choose strategies and allies based on what you observe in the grid.

Learn more here: <http://flylib.com/books/en/4.285.1.167/1/>

## CIRCLES AND SOUP



Feeling stuck? "That's just how it has to be here..."

Brainstorm a long list of obstacles, then map each one onto the zones of the Circles and Soup diagram, based on how much influence or authority you have to resolve/remove the obstacle.

Now look in the deck for strategies that make use of your zone of influence, or expand it.

You can do this alone, but more perspectives can help if you feel stuck. Do it together with people who share and/or support your goals.

Read about the exercise at:

<http://tastycupcakes.org/2011/08/circles-and-soup/>

Got too many ideas? Try an **Impact-Effort Grid** (next page).

## IMPACT-EFFORT GRID

Everyone needs your help: you're overwhelmed with possibilities, and unsure where to invest first...

Pick half a dozen cards that really appeal to you, for any reason. As you consider how beneficial each would be and how easy to implement, map them on an impact-effort grid

Don't like what you see? Shuffle through the deck and add something better.

Avoiding low-impact items, pick one you can do now, and one worth working toward. Plan a first step for each and tell someone or put it in your calendar.

Read about the grid at <http://tastycupcakes.org/2011/07/impact-effort-matrix/>

