

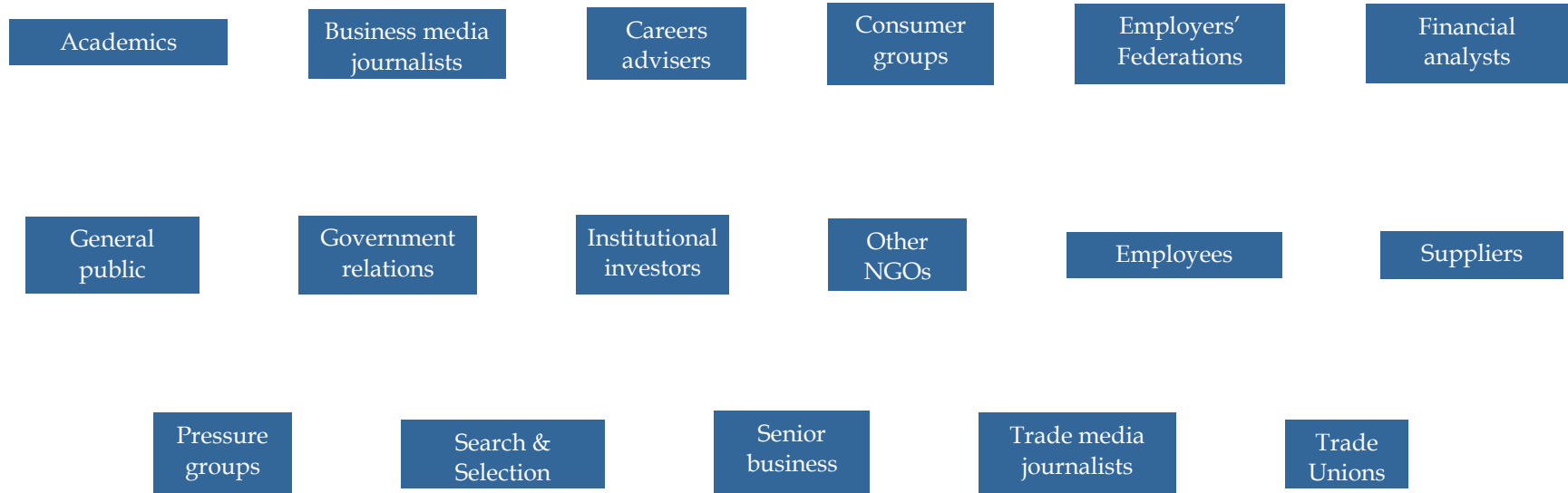
Stakeholder Mapping Tool

**Slide 1 – Identify all relevant stakeholder groups
(example from global corporate)**

Slide 2 – The axis on which they'll be mapped

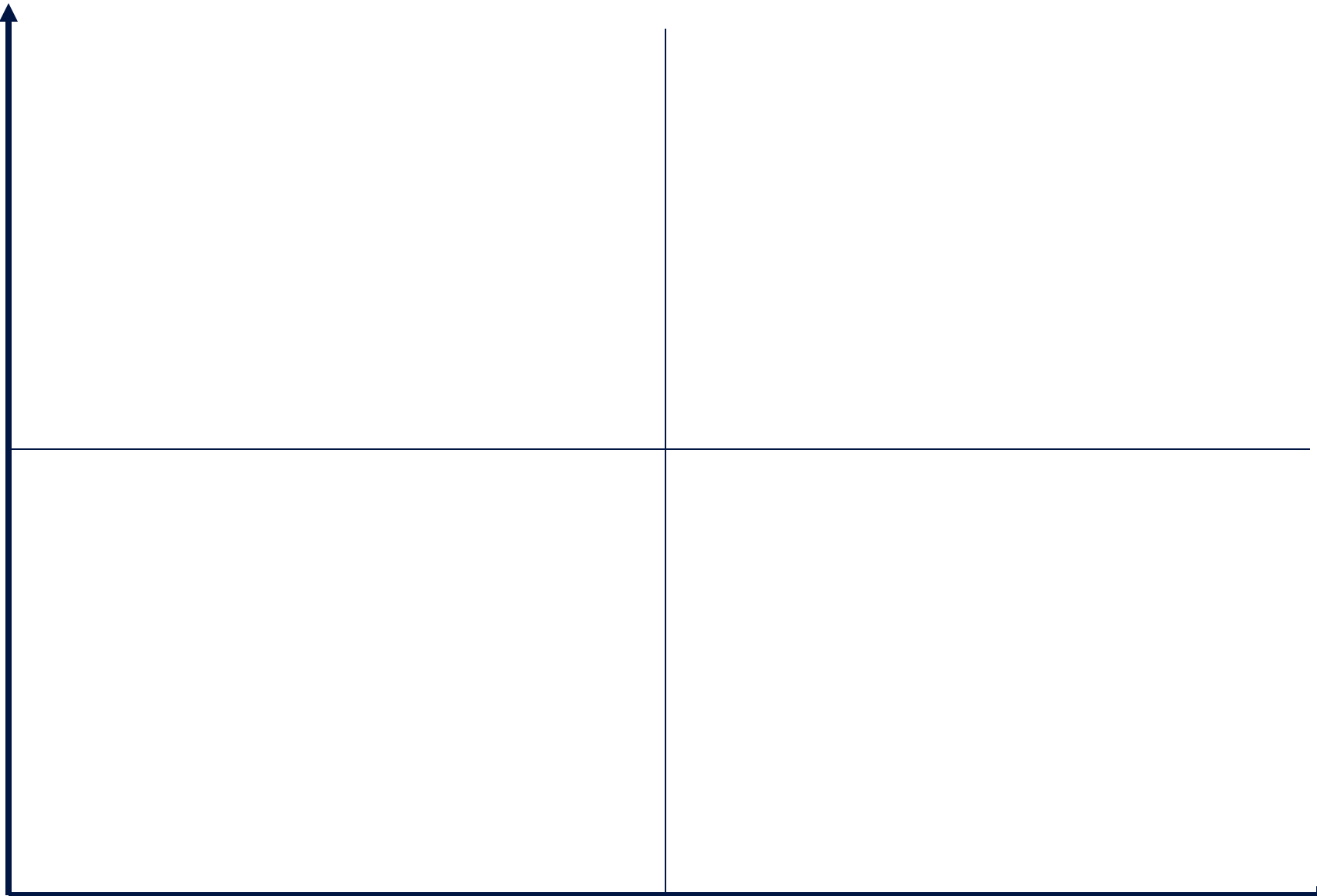
Slide 3 – How client global mapped its stakeholders

Stakeholder mapping - target groups



Stakeholder mapping - plot axis

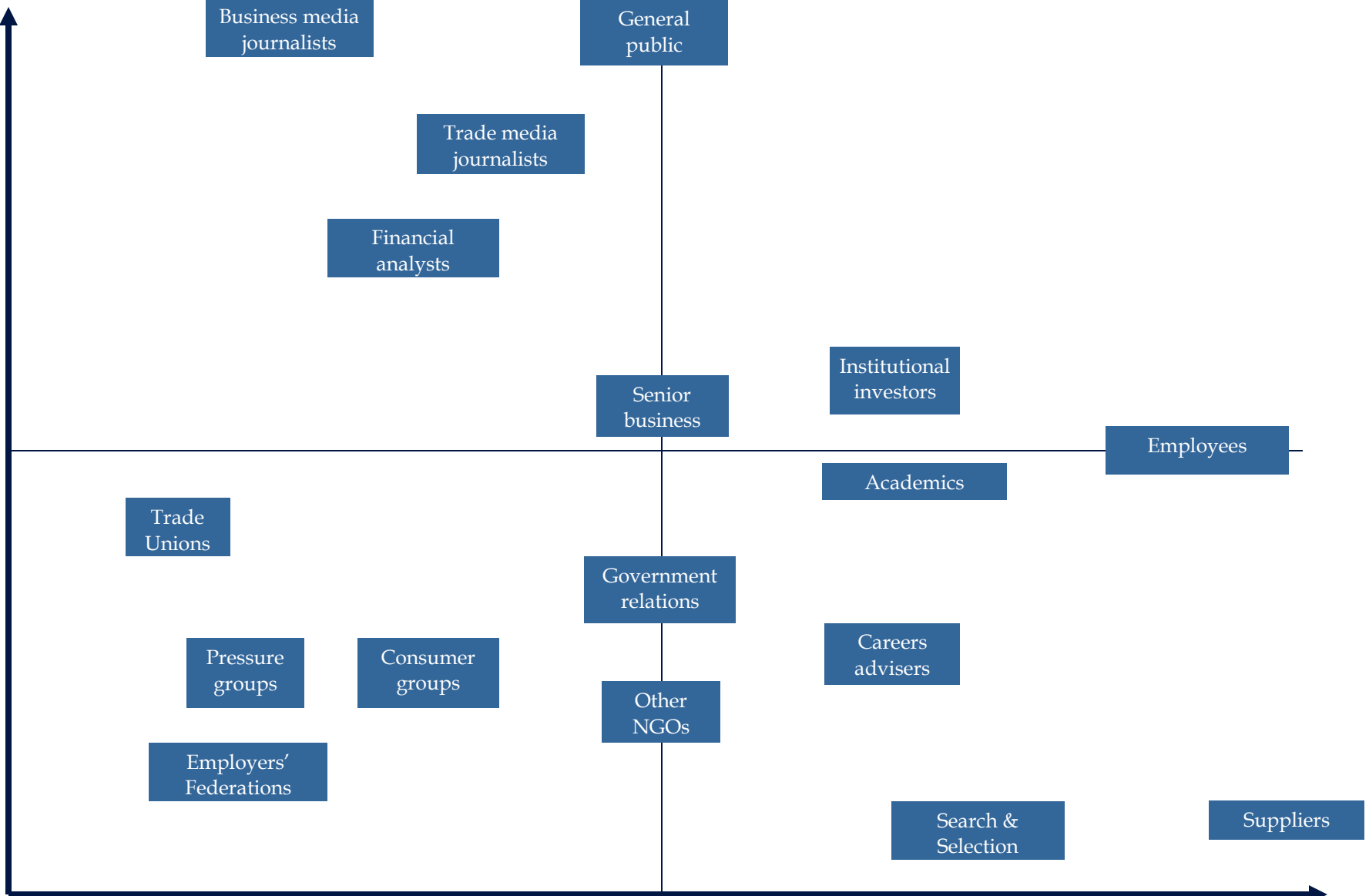
Importance
to reputation



Ability to influence

Stakeholder map

Importance
to reputation



Ability to influence