

INFLUENCE/ INTEREST MATRIX

HIGH



INFLUENCE



LOW

Involve	Collaborate
Inform	Consult

LOW



INTEREST

HIGH



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<p>Involve</p> <p>Keep these stakeholders adequately informed and maintain regular contact to ensure no major issues.</p>	<p>Collaborate</p> <p>These stakeholders are essential to the project and must be fully engaged with. Enlist their full help, create partnerships, galvanize supports of the project, and make the greatest effort to keep them satisfied.</p>
<p>Inform</p> <p>Monitor these stakeholders and keep them adequately updated as and when required, tailoring communications to meet stakeholder needs.</p>	<p>Consult</p> <p>Provide these stakeholders with enough information and interaction to keep them updated and to address their concerns, but do not overwhelm them with too much information.</p>

EXAMPLE

STAKEHOLDER ENGAGEMENT TABLE

Category	Stakeholder	Areas of Interest / Influence	Engagement Method	Timing	Frequency
Collaborate					
Involve					
Consult					
Inform					