Communications matrix

Who can help us influence?
Who can pass our message on? How?
What message - what change to achieve?
What change in each group?
What do they know / feel / do now?
What do we want them to know / feel / do?
When do we want this to happen by?
How will we know it has happened?

Partner
Engage / Involve
Consult
Inform

HIGH
POTENTIAL INFLUENCE

HIGH
POTENTIAL INTEREST

LOW
Low

High