Stakeholder engagement

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Stakeholder | Unaware | Resistant | Neutral | Supportive | Leading |
| Manager |  |  |  | C | D |
| Rivals |  | C | D |  |  |
| Developing Team |  |  | C | D |  |
| Customer |  |  | C | D |  |
| Sponsor |  |  | C | D |  |
| Bank |  | C | D |  |  |