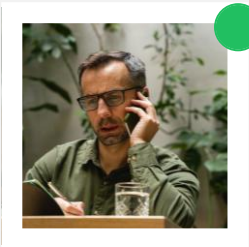


Stakeholder Map

Following the example provided, complete the white boxes by filling in the key motivators and concerns for each stakeholder based on their priorities and role in the company. Then, copy and paste one of the following icons and place in the space provided to prioritize stakeholder input into three categories:



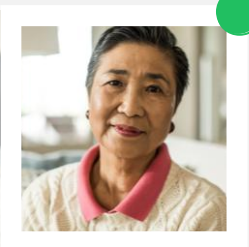
Daniel
Head of Sales

Motivators

- Expand customer base to increase sales
- Offer competitive purchasing options
- Easy-to-sign agreement process

Concerns

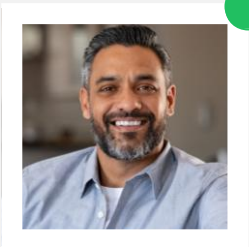
- Impact of delayed revenue on sales goals
- Extended time between purchases during repayment period
- Time to train sales team members



Elie
Chief Financial Officer

- Predictable recurring revenue
- Expand customer base without large capital investment

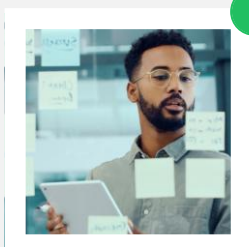
- Revenue recognition and cash flow risks
- Potential for defaults or late payments



Raj
Chief Technology Officer

- Supports digital transformation strategy
- Opportunity to integrate systems and data

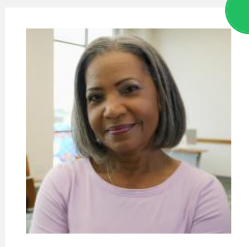
- High implementation complexity
- Security and compliance risks



Michael
Chief Marketing Officer

- Improved customer access and experience
- Alignment with market affordability trends

- Complex messaging across global markets
- Conveying the right messages and targeting the right market



Asha
Chief Operating Officer

- Scalable customer service model
- Enhances process efficiency through automation

- Potential service disruptions during rollout
- Pressure on support and logistics teams