

| Stakeholder | Unaware | | Resistant | | Neutral | | Supportive | | Leading | |
|-------------|---------|--|-----------|--|---------|---|------------|---|---------|--|
| Customer | | | | | C | | | D | | |
| Sponser | | | | | | | C | D | | |
| Client | | | | | C | | | D | | |
| Shop | C | | | | | D | | | | |
| Team | | | | | C | D | | | | |