

Stackholder engagement assessment matrix					
Stackholder	Unaware	Resistant	Neutral	Supportive	Leading
Business owner	C			D	
project manager			C / D		
developing team			C	D	
Employees			C	D	
clients	C			D	
suppliers	C			D	
competitors		C	D		
Government	C				
stores and markets	C			D	
Investors	C			D	
sponsors	C			D	
Media	C			D	

C: current

D: Desired

C / D