

PAGE 1 – STAKEHOLDER BRAINSTORMING ROSTER  
List everyone connected to the issue before moving them onto the map.

Name / Org _____	Impact (1-5) ____	Influence (1-5) ____
) _____		
Notes _____		
____		

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Notes _____		
____		

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Notes _____		
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) _____		
Notes _____		
____		

Actions/Next Steps _____		
____		
Actions/Next Steps _____		
____		

PAGE 2 – TARGET ANALYSIS PROFILE  
Use this to build a “baseball card” for the primary decision-maker.

Primary Target: \_\_\_\_\_

Title / Institution: \_\_\_\_\_  
\_\_\_\_

1. MOTIVATIONS – What do they want? What keeps them up at night?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. INFLUENCERS – Who do they listen to? (Donors, faith leaders, advisors, family )  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. PUBLIC COMMITMENTS – What have they said on the record?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. PRESSURE POINTS – Elections, board votes, budget deadlines, media moments.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. RELATIONAL ASSIGNMENTS – Who on our team owns the relationship?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Next Check-in Date: \_\_\_\_\_ Desired Outcome: \_\_\_\_\_  
\_\_\_\_\_

PAGE 3 – STRATEGY SELECTION GRID  
Plot each target’s Influence (vertical) and Support (horizontal). Jot tactics per quadrant.

	SUPPORT ←----- -----→	
----→ OPPOSE HIGH INFLUENCE	+-----+   CHAMPIONS   ● Activate, give mic   ● Invite to plan tactics +-----+	+-----+   OPPONENTS   ● Isolate, expose   ● Pair pressure with offers +-----+
LOW INFLUENCE	+-----+   ALLIES   ● Educate, build confidence   ● Ask for stories/testimony +-----+	+-----+   DETRACTORS   ● Monitor, keep informed   ● Rapid response check-ins +-----+

- ACTION LIST
- 1. -----
  - 2. -----
  - 3. -----
  - 4. -----
  - 5. -----
  - 6. -----

Owner ----- Review Date -----