

Demand: _____
Win Statement: _____

DRAWING SPACE (Use markers or sticky notes inside the box)

IMPACT VS INFLUENCE MATRIX

Write names in the quadrants. Left = Low Influence, Right = High Influence. Top = Highly Impacted.

Q1: Highly impacted & influential. Co-design strategy here.	Q4: Decision makers / validators. Prepare brief facts & asks.
Q2: Impacted but with limited power. Build leadership + stories.	Q3: Low impact + low influence. Monitor or inform occasionally.

LEGEND NOTES

Ally color / sticker: _____
Moveable color / sticker: _____
Opponent color / sticker: _____

FOLLOW-UP TRACKER

Influence Node	Category	Owner	Next Action	Due Date