

Stakeholder	Unaware	Resistant	neutral	supportive	Leading
Sponsor				C	D
Customer				C, D	
HR Team		C			D
Software Team	C				D
Quality Team		C		D	
Accounting Team			C		D
Customer service Team			C	D	
Suppliers				C, D	
CEO			C	D	
Markets	C			D	

C → Current state

D → Desired