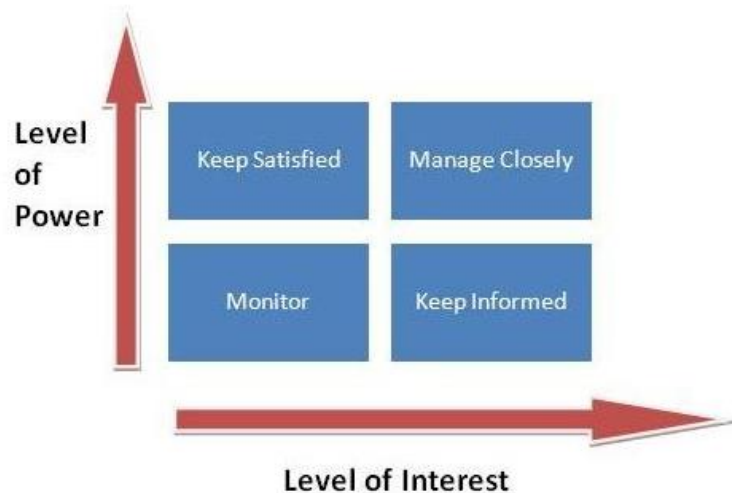


SWISSCONTACT'S Power & Interest Matrix

The Power Interest Grid is a simple tool that helps you categorize project stakeholders with increasing power and interest in the project.

This tool helps you focus on the key stakeholders who can make or break your project and suggests engagement strategies for the different groups.



KEEP SATISFIED & ACTIVELY CONSULT

**High power,
low interest**

LATENTS

These stakeholders can influence what the project does but have little interest. This group is important because if they are dissatisfied or concerned then their interest level may arouse discontentment from other system actors.

Stay open minded about these actors: they are powerful, and they may turn out to be important drivers of change, despite them not seeming very interested or relevant at this stage. If they show an interest, be quick to provide them with information about your investigation and preparation process and subsequently keep them informed.

MANAGE CLOSELY & REGULARLY ENGAGE

**High power,
high interest**

PROMOTERS

These stakeholders have lots of influence and are highly motivated. Actively target these actors: they are both important parts of the system and the 'movers and shakers' that have lots of power to change things. Ensure early involvement and participation, this way their goals can be integrated with project goals ensuring their support. Engage them throughout the investigation and preparation process. These are likely to become direct project partners.

MONITOR & KEEP INFORMED

**Low power,
low interest**

These stakeholders are not interested in the project and do not have much power. The decisions relating to these stakeholders have a low impact.

APATHETICS

Stay receptive towards these actors: although they do not seem important, nor very relevant or interested at this stage, they may still prove to be as you continue to build your understanding of the system. If they show an interest, provide them with information about your investigation and preparation process.

KEEP INFORMED & MAINTAIN INTEREST

**Low power,
high interest**

These stakeholders are important because if these are not kept on the-know about decisions they may seek additional power and influence the implementation of the project.

DEFENDERS

Stay open minded about these actors: they are an important part of the system. Ignoring them may have severe unintended consequences. Keep them informed about the investigation and preparation process. Keep them informed of plans and outcomes through communication and stakeholder meetings.