

## Stakeholder Analysis Influence Map

*Who are the decision-makers within the collaborative (internal) or community (external) when it comes to workforce development? What are their concerns/issues? What data/stories/info will speak to them most? Who are the people that can influence them?*

<b>Decision-Maker</b> (People who have or share the power or authority to make WFD investment decisions)	<b>Influencer</b> (People the decision-maker listens to or trusts = <i>effective messengers</i> )	<b>Connectors</b> (People who have access to or can influence the influencers)
Decision-Maker's Name:  <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <div style="display: flex; justify-content: flex-end; align-items: center; margin-bottom: 10px;"> <div style="width: 20px; height: 10px; background-color: #0070C0; border-radius: 5px;"></div> <div style="border-top: 1px solid black; width: 250px; margin-left: 5px;"></div> </div> <div style="display: flex; justify-content: flex-start; align-items: center; margin-bottom: 10px;"> <div style="width: 20px; height: 10px; background-color: #0070C0; border-radius: 5px; margin-right: 5px;"></div> <div style="border-top: 1px solid black; width: 250px; margin-left: 5px;"></div> </div> <div style="display: flex; justify-content: space-between; margin-bottom: 10px;"> <div style="width: 30%;"><input type="checkbox"/> Internal</div> <div style="width: 30%;"><input type="checkbox"/> External</div> </div> What data/stories/info will speak to them most? What do they care about that can be affected by investment in WFD?	Influencer's Name:  <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> <div style="display: flex; justify-content: flex-end; align-items: center; margin-bottom: 10px;"> <div style="width: 20px; height: 10px; background-color: #0070C0; border-radius: 5px;"></div> <div style="border-top: 1px solid black; width: 250px; margin-left: 5px;"></div> </div> <div style="display: flex; justify-content: flex-start; align-items: center; margin-bottom: 10px;"> <div style="width: 20px; height: 10px; background-color: #0070C0; border-radius: 5px; margin-right: 5px;"></div> <div style="border-top: 1px solid black; width: 250px; margin-left: 5px;"></div> </div> What will engage or motivate this person to influence the Decision-Maker about WFD Investment?   What information or support will this person need before approaching the Decision-Maker?	Connector's Name:  <hr style="border: 0; border-top: 1px solid black; margin-bottom: 5px;"/> What information or support does this person need to reach out to the influencer?   What should they communicate to the influencer?