

POWER (High ↑ top / Low ↓ bottom) | INTEREST (Low ← left / High → right)

High Power · High Interest <i>Manage Closely</i>	High Power · Low Interest <i>Keep Satisfied</i>
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Low Power · High Interest <i>Keep Informed</i>	Low Power · Low Interest <i>Monitor</i>
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Stakeholder Communications Plan

Stakeholder	Role	Power	Interest	Comms Freq.	Channel	Owner