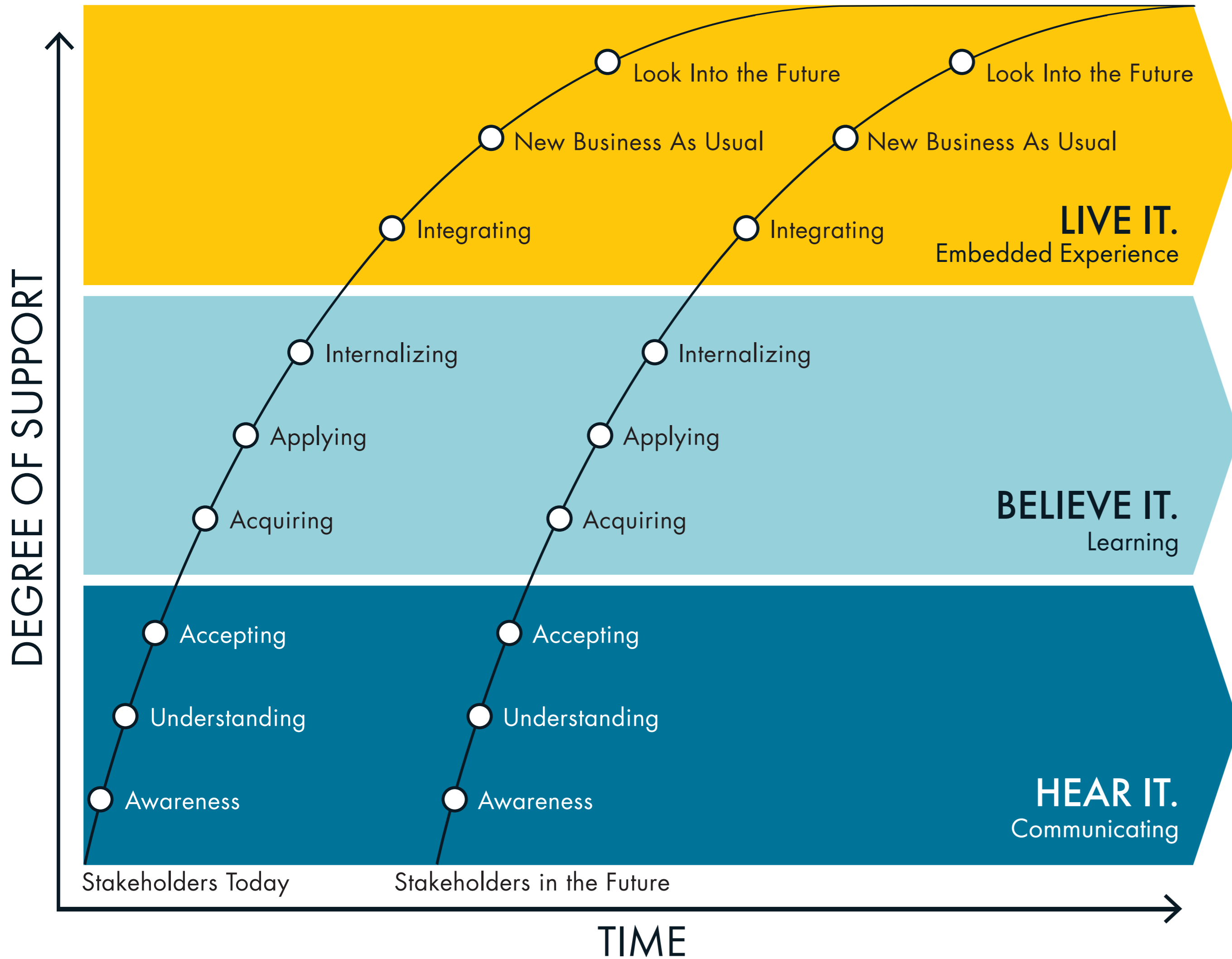




## MAPPING TO THE ACTIVATION CURVE

Plot out where each of your stakeholder groups sits on the curve today and where you would like them to be in the future.



## STAKEHOLDER ANALYSIS

Examine the selected stakeholder



<p><b>WHO</b> is your target audience?</p>	<p><b>WHAT</b> do they need to understand to get there?</p>	<p>What do you want them to <b>DO</b>?</p>
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