

Stakeholder Map (influence × stance)

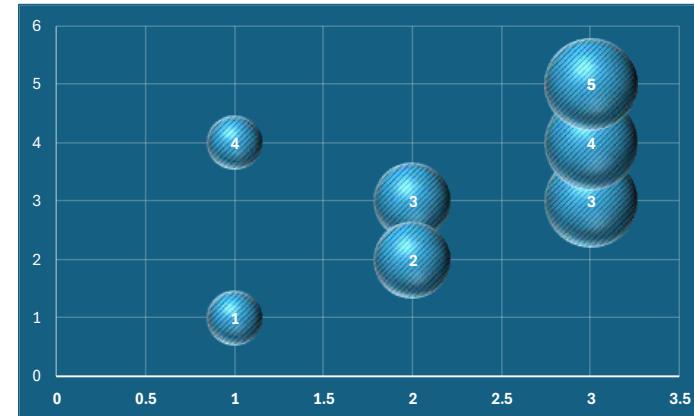
Purpose:

Elicit qualitative data from employees and managers about pain points, trust levels, and behavioural signals that quantitative surveys may miss.

Stakeholder Group	Influence (High/Low)	Current Stance	Engagement Notes
Senior Executives	High	Neutral	Strong advocates, but want proof it will improve productivity.
HR Leadership	High	Strongly Supportive	Aligned in theory, but worried about rollout risks and manager consistency.
Frontline Managers	Medium	Neutral	Waiting to see if it adds value or becomes extra admin.
Union Reps	Low	Opposed	Concerned about fairness and subjectivity in scoring.
High Performers	High	Supportive	Keen for feedback, growth clarity, and recognition pathways.
Low Performers	Low	Supportive	Suspicious of how the system will be used.
New Starters	Medium	Resistant	No clear expectations — dependent on manager behaviour.
Project Sponsor (COO)	High	Strongly Supportive	Driving initiative with urgency; sees link to culture shift and strategic alignment.

Insights:

- HR is a potential bottleneck unless reassured through early transparency.
- Managers are pivotal — need to shift from neutral to engaged before rollout.
- Unions and low performers require specific engagement plans to address fairness concerns.
- High influence + mixed stance groups are your primary leverage and risk zones.



Action-Response Principle (ARP)

Ref:S1P1-2