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| **Keep Satisfied** | **Manage Closely** |
| **High Influence – Low Interest:** These stakeholders have high power but may not be as invested in the details. Communicate updates but avoid overwhelming them. | **High Influence – High Interest:** These are your key stakeholders. They have significant influence and are highly interested in the outcome. Actively involve them in decision-making, address their concerns, and keep them updated on progress. |
| **Monitor** | **Keep Informed** |
| **Low Influence – low Interest:** These stakeholders have minimal power and interest. Keep an eye on their needs, but don't expend excessive resources on communication unless their position changes. | **Low Influence – High Interest:** These stakeholders have a strong interest in the project but may not have much direct influence. Provide them with regular information to keep them engaged and address any major concerns they raise. |

***High***

***High***

***Low***

**Interest**

**Influence**