

3.4 Stakeholder ability to influence outcomes

Chart

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After identifying stakeholders, it is useful to understand their wants, needs, and ability to influence outcomes to decide your best engagement strategy. Stakeholders with low interest in the project and a low ability to impact results would only need to be informed of a project. However, stakeholders with a high level of interest and a strong ability to influence outcomes (such as a voting age community in a council area) will require a deeper level of engagement.

