

Stakeholder map

Put the customer at the centre. Work outwards: who acts directly on their experience, who supports those people, and who shapes it from further away.

FOCUS	AT THE CENTRE	PURPOSE
Who shapes a family’s choice of school?	The family: parent and child	Decide who must be involved in redesigning admissions

TEAM / DATE

Relationships and tensions

- Admissions wants numbers; teachers want fit. Name the tension before designing around it.
- Current parents are the most trusted voice — and the least briefed.
- Finance sees the invoice as step one of the relationship; families see it as the last step of the decision.
- Student guides shape the visit more than the head’s talk does.

Place each person or group in the ring that matches how directly they shape the customer’s experience. Draw lines where influence runs, and mark tensions with a zigzag.

