

# 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

TEAM / DATE



## Relationships and tensions

*Who influences whom? Where are the tensions? Who is missing from the room?*

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.