

## WORKSHEET: CHARTING TARGET AUDIENCES

**Step 1.** What is the issue?

<b>Audiences</b>	<b>Step 2.</b> Who are the stakeholders?	<b>Step 3.</b> What actions or inactions do they exhibit?	<b>Step 4.</b> What priorities seem to drive their decisions?
<p style="text-align: center;"><b>Target(s) for Change</b></p> <p>is/are the individual(s) whose behavior you desire to influence</p>			
<p style="text-align: center;"><b>Drivers</b></p> <p>are contributing to the problem</p>			
<p style="text-align: center;"><b>Influencers – Decisionmakers</b></p> <p>have the power to “move the needle” on the issue</p>			
<p style="text-align: center;"><b>Allies</b></p> <p>support your efforts</p>			
<p style="text-align: center;"><b>Bedfellows</b></p> <p>are agreeable but may have hidden motives, may not be able to commit, or lack follow-through</p>			
<p style="text-align: center;"><b>Opponents</b></p> <p>do not agree with you, but they are open to dialogue and help you to identify where support is needed.</p>			
<p style="text-align: center;"><b>Adversaries</b></p> <p>do not agree with you. Relations remain adversarial even after negotiations and attempts to influence fail.</p>			
<p style="text-align: center;"><b>Fence Sitters</b></p> <p>do not seem to have an agenda, do not commit, and relations are riddled with doubt.</p>			