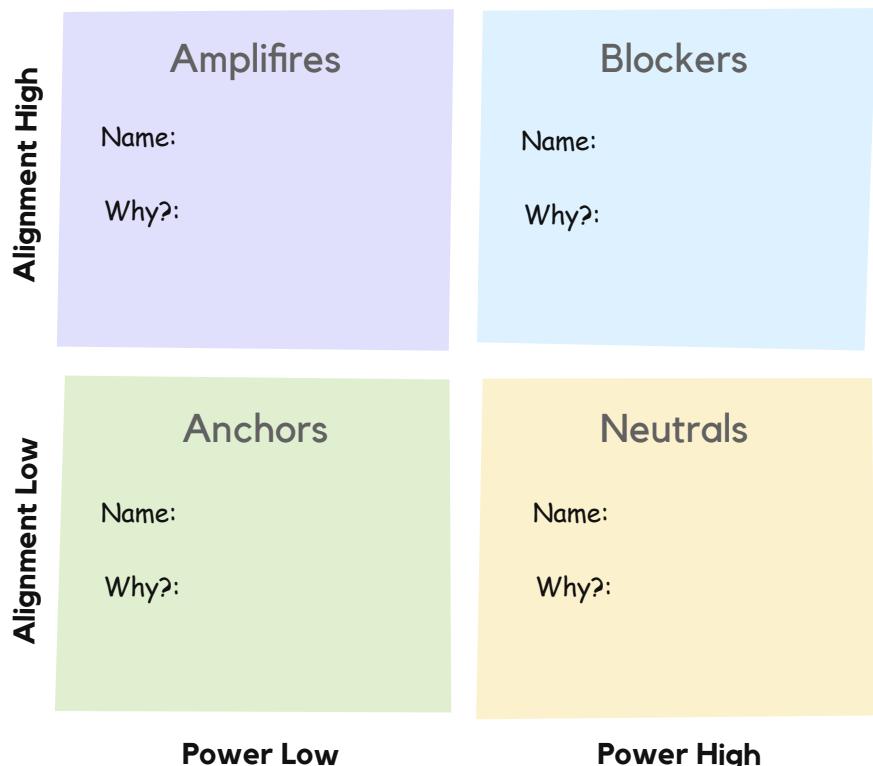


# PEOPLE ROLE MAP

4-5 stakeholders directly involved in your plan or initiative.

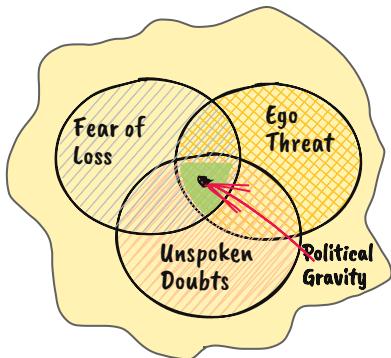
- 1.
- 2.
- 3.
- 4.

Plot each person in the correct quadrant.



\* Remember: Roles shift with context, so assess honestly.

# Political Gravity Check



Case:

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Failed Project / Initiative:

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1. Who was afraid of losing something?

2. Whose ego felt threatened?

3. What doubts were never spoken aloud?

Final Insight:

# MESSAGE REFRAME CANVAS

Case:

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Stakeholder Name:

---



Their Current Emotion:

Fear  Overwhelm  Confusion

Boredom  Disengagement

Other: \_\_\_\_\_



The Old Message:

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The Reframed Message  
(Relevance x Emotion x Clarity)

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Expected Shift

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