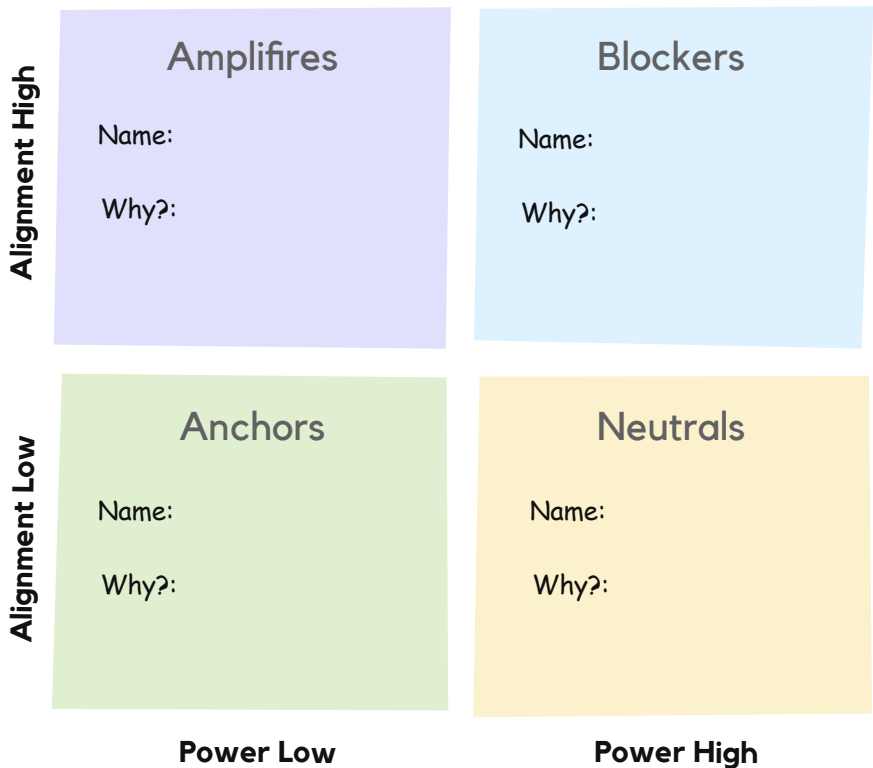


# PEOPLE ROLE MAP

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

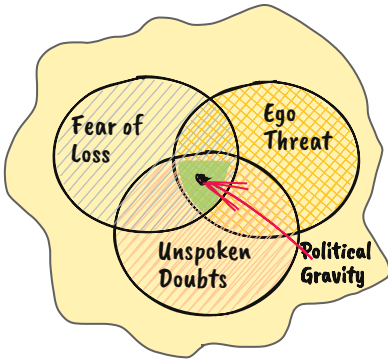
- 1.
- 2.
- 3.
- 4.

Plot each person in the correct quadrant.



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

# Political Gravity Check



Case:

Failed Project / Initiative:

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: \_\_\_\_\_



Stakeholder Name: \_\_\_\_\_



Their Current Emotion: \_\_\_\_\_

☐ Fear ☐ Overwhelm ☐ Confusion

☐ Boredom ☐ Disengagement

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



The Old Message: \_\_\_\_\_

The Reframed Message  
(Relevance x Emotion x Clarity)



Expected Shift