## **Stakeholder Engagement Matrix**

Comfortable Alliance

**High quality & low criticality** 

**Action: Maintain with minimal effort** 

Antagonistic Distraction

Low quality & low criticality

Action: Minimize impact, placate as needed

Connected Partnership

High quality & high criticality

**Action: Nurture into ambassadors** 

High-Risk Adversary

Low quality & high criticality

**Action: Prioritize relational turnaround** 

Quality of Relationship (Low ↓ High ↑)