

CHAMPIONS AND DETRACTORS

Did you map the stakeholders that are somehow involved in your efforts to integrate VE at your institution? Take your stakeholder mapping to the next level by working out a detailed strategy on how to either mobilize as your supporters or how to manage objections.



Adapted with permission from work by Carine Ullom.

WORKSHEET CHAMPIONS
HIGHEST PRIORITY: How can you enable the biggest supporters?

What?	How can this stakeholder impact the plan's success? What do you need from this stakeholder?	What motivates the stakeholder? How does the stakeholder view?	How does the stakeholder view?	What actions can be taken to support this stakeholder?



