



Use the grid to identify stakeholders according to the importance for keeping them engaged for sponsoring coaching and their level of direct interest in the outcomes of specific coaching applications. Color coding may be used to identify each person or group marker (○), e.g. to distinguish active participants from those who have a direct interest in the outcomes of coaching, the perspectives taken by each, etc. The choice of coding used is discretionary. In this example, the need for relationship building might be focused on individuals unknown to the coaching project leader or where a direct interface but likely low level of interest is highlighted (e.g. with the Webmaster/IT support manager).

Key: ● Key interface    ● Decision maker    ● Influencer    ○ Other interest

Stakeholder perspectives – In-house coaching programme.