# **STAKEHOLDER MATRIX**

Operations Managers  
Regional Directors

Chief Executive Officer  
Senior Executive Team

Government

1 2 3 4 5

Quality and Safety Team  
Clinical Governance Team  
Patient Experience Team

Board of Directors

Volunteers

Frontline Clinical Staff  
Frontline Non-Clinical Staff

**Level of**

**Influence**

**Strategy: Involve and Collaborate**

**Strategy: Maintain Confidence & Support**

Marketing and Communications Managers

Senior Executive Team

News media outlets  
Community organizations

Social

Social Media

Consumers

All Staff

Senior Executive Team

**Strategy: Keep Informed**

**Strategy: Develop Understanding**

1 2 3 4 5

**Level of Impact**

# **ENGAGEMENT STRATEGY REFERENCE MODEL**

*Warrants significant level of change management effort*

**Methods**Consultations Story alerts/weekly digests  
Planning sessions Training workshops  
Helping to draft responses Educational presentations  
  
**Outcome**: Buy-in, ownership, building the asking for stories into workflows, use stories as accreditation evidence

*Warrants low-medium level of change management effort***Methods:**Educational presentations  
CO-generated reports on changes planned and made, story criticality levels  
Story alerts and/or weekly digests

**Outcome**: Endorsement, establish expectation of use of the platform, build use of platform into governance

1 2 3 4 5

**Level of**

**Influence**

**Strategy: Involve and Collaborate**

**Strategy: Maintain Confidence & Support**

*Warrants significant level of change management effort*

**Methods**Consultations Story alerts/weekly digests  
Planning sessions Training workshops  
Helping to draft responses Educational presentations  
 **Outcome**: Buy-in, ownership, asking consumers to share stories

*Warrants low level of change management effort*

**Methods**CEO updates in meeting agendas  
Weekly digests  
CO-generated board reports sent to board members monthly

**Outcome**: Awareness and support

**Level of Impact**

1 2 3 4 5

**Strategy: Keep Informed**

**Strategy: Develop Understanding**