**MANAGING STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 1: ACTIVITY 3**

**INDIVIDUAL ACTIVITY**

**Mendelow’s Power/Interest Matrix**

Assess and analyse the stakeholders in your organisation (or one with which you are familiar) using Mendelow’s power/interest matrix.

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| --- | --- |
| **Low Power/Low Interest** | **Low Power/High Interest** |
| **High Power/Low Interest** | **High Power/High Interest** |