Subversion

Bottom-up

Pain compliance

Top-down

**Critical Steps**

**Audiences - WIIFM**

**Destination Postcard**

|  |  |
| --- | --- |
| **Consumers and End-Users:** Impacts their daily operations. High impact and interest. Low authority. *
 | **Stakeholders:** Impacts their overall success. High interest and low impact. High authority.*
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| **Influencers:** No impact or interest. High authority through position or reputation.*
 | **Controllers:** No impact or interest. Enforce policies.*
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