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. |
| **Influencers:** No impact or interest. High authority through position or reputation. | **Controllers:** No impact or interest. Enforce policies. |