



Journey of Influence

Stakeholder: _____



Before engagement



First contact



Initial response



Ongoing experience



Over time

What is their context before this initiative reaches them?

How do they first encounter or experience it?

What changes for them straight away?

How does their experience shift with repeated exposure?

What might compound, fade, or change in the longer run?

FAIRNESS
fair to all?

OPENNESS
disclosed clearly?

RESPECT
autonomy preserved?

GOALS
serves them?

OPINIONS
passes public test?

OPTIONS
right approach?

DELEGATION
owner justified?

1

2

3

4

5

