IMPLEMENTATION CAMPAIGNING AND SUPPORT

Activity to implement in 1 year

e.g. smoke free hospital

STAKEHOLDERS IMPORTANCE

e.g. hospital CEO	Very
e.g. dept. managers	Moderate
e.g. clinical staff	Very
e.g. politicians	Little
e.g. patients	Very
e.g. relatives	Moderate
e.g. neighbours	Little

ACTION MATRIX

Influence of stakeholders →

	Meet needs	Key players
	Least important	Show consideration

Interest of stakeholders →

STAKEHOLDER MANAGEMENT

STAKEHOLDER	Goals, interests, motivations	Action	Win/win strategy
e.g. hospital CEO	Low costs, high standards	Key player	Overall decision
e.g. dept. managers	Effective dept	Meet needs	Convince it will not reduce effectivivity
e.g. clinical staff	Status quo	Key player	Bring onboard decisions and implementation
e.g. politicians	?	Show consideration	Regular updates, showcase
e.g. patients	Better health	Meet needs	Make them understand the need and effect
e.g. relatives	Easy visits	Least important	Inform of situation