

CHANGE ECOSYSTEM MAP

1 Identify Core Team

List your core team members in the middle. Don't list the entire team, focus on team members who will be interacting with the organization to move the change forward.

2 Identify Directly Impacted Stakeholders

These are stakeholder groups who are doing the work that is being affected.

3 Identify Indirectly Impacted Stakeholders

Complete each section of the indirectly impacted area:

- **Suppliers:** Internal or external stakeholders that provide inputs or information required to complete the impacted work
- **Customers:** Internal or external stakeholders that use the outputs of the impacted work to complete their work
- **Approvers:** Internal or external stakeholders who check, approve, or authorize the impacted work

4 Identify Interested Stakeholders

Identify all stakeholders who consider the outcome of the change important to the overall success of the organization or their respective teams. These stakeholders do not fit the definition of directly or indirectly impacted stakeholders, but they need to be kept informed.

5 Assess Level of Impact

Assess the level of change impact for each stakeholder group as High, Med, or Low, and label accordingly.

6 Assess Level of Support

Label each stakeholder group as either:

- **Movers** (early adopters)
- **Movables** (fence sitters)
- **Immovables** (against the change)

7 Map Direct Paths of Influence

Assess where your core team has direct influence in the organization. Draw connections between your core team members and key stakeholder groups.

8 Map Indirect Paths of Influence

Assess how your core team can leverage direct influence to reach areas of no influence. Draw connections between the groups your core team has direct influence with to the groups they have direct influence with, but your team does not.



Legend

- ↑ High Impact
- Med Impact
- ↓ Low Impact
- Movers
- Movables
- Immovables
- Direct Influence
- ⋯ Indirect Influence