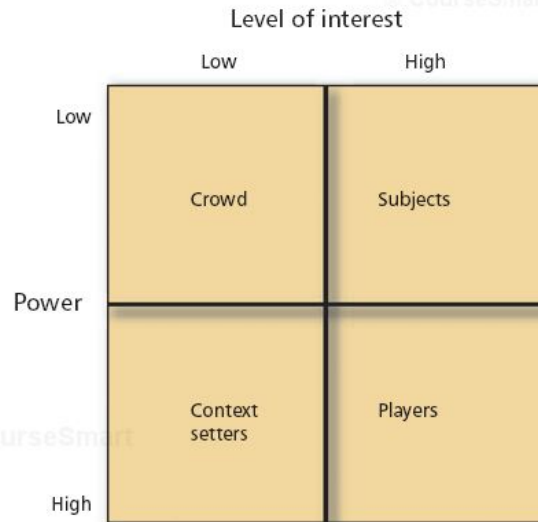


Figure 5.5 Stakeholder power/interest grid

Source: C. Eden and F. Ackerman (1998). *Making Strategy: The Journey of Strategic Management* (London: Sage).

helps to identify what coalitions amongst stakeholders managers may wish to encourage or discourage.

Figure 5.6 shows the matrix redrawn to demonstrate how managers might see themselves responding to different groups in order to gain their compliance. Obviously, ensuring the acceptability of strategies to 'players' is of key importance and so relationships

Figure 5.6 Responses to stakeholders' positions within the power/interest grid