

Decision Makers and Influencers

High Med Low



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2.			
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13.			

Decision Makers and Influencers

*Size of Circles Indicate Extent of Influence on Purchasing Decisions
Dotted lines indicate growing or shrinking in influence in the future*

Our Priorities Regarding Stakeholders	
Before this Analysis	After this Analysis
1.	1.
2.	2.
3.	3.