



Stakeholder Analysis Worksheet

Stakeholder: _____

Whose interests does this individual represent? _____

What are those interests?

What is this stakeholder's view of the alcohol environment?

What is the impact of the environment on this stakeholder or his/her constituency?

What is the impact of this stakeholder or his/her constituency on the environment?

What resources does this individual bring to the table to help change the environment?

How might I best build a relationship with this stakeholder?
