

Relationship Map

Economic Decision Maker		
Bobbi Bailey - Head of Engineering		
No	=	D

Technical Decision Maker		
Peter Blair - Dir Server Operations		
Yes	+	DI

Technical Recommender		
Stelian Peters - Mgr Operations		
Yes	+	II

Inside Coach		
Peter Blair		
Yes	+	DI

Channel Partner - Softchoice		
Jon Tomms		
Yes	=	II

Alliance Partner - Microsoft		
Craig Ballard		
No	+	UNK

The "Fox" - Influencer		
TBD		
UNK	UNK	UNK

Populate each Box

Box 1: Have you met the person Y or N

Box 2: Is the person (+) Pro, (-) Neutral, (-) Against, (M) Mentor, (UNK) Unknown

Box 3: Is the person in the Power Base (D) Decision Makers, (DI) Direct Influence, (II) Indirect Influence, (UNK) Unknown

Minimum of 4 stakeholders

Must include:

- Economic Decision Maker (Edge)
- Technical Decision Maker or Recommender
- Coach (Edge)
- Channel and / or Alliance Partner

- Plus Fox, if there is one

* The Fox can influence or change the Decision Criteria