

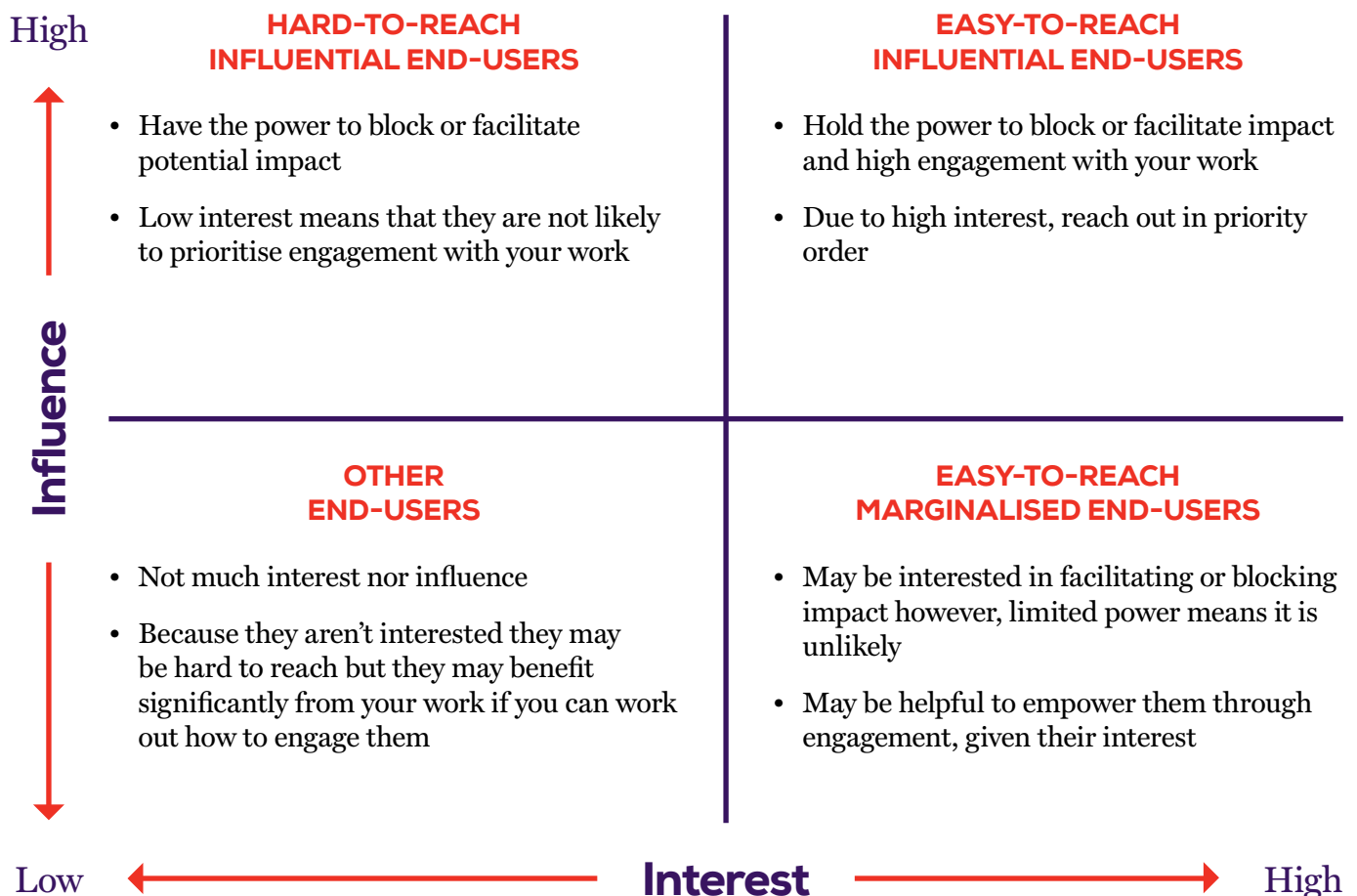
Interest-Influence Matrix

The Interest-Influence Matrix can help you understand and prioritise end-users based on their interest in the issue, ability to influence change and alignment to your approach.

These categories will guide you in who to approach first, and we recommend you approach end-users in the high-interest category. Later on, they can champion and advocate for impact among the hard-to-reach end-users. It is also a good idea to identify any potential conflicts or alliances among end-users to inform your engagement strategy.

For more resources to support you in achieving research impact, visit staff.acu.edu.au/impacttoolkit

For research impact support, contact the Research Impact Unit researchimpact@acu.edu.au



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