

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 achieveing research impact, visit

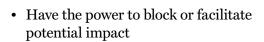
staff.acu.edu.au/impacttoolkit

For research impact support, contact the Research Impact Unit

researchimpact@acu.edu.au



HARD-TO-REACH INFLUENTIAL END-USERS



• Low interest means that they are not likely to prioritise engagement with your work

EASY-TO-REACH INFLUENTIAL END-USERS

- Hold the power to block or facilitate impact and high engagement with your work
- Due to high interest, reach out in priority order

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OTHER END-USERS

- Not much interest nor influence
- Because they aren't interested they may be hard to reach but they may benefit significantly from your work if you can work out how to engage them

EASY-TO-REACH MARGINALISED END-USERS

- May be interested in facilitating or blocking impact however, limited power means it is unlikely
- May be helpful to empower them through engagement, given their interest

Low

Interest

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