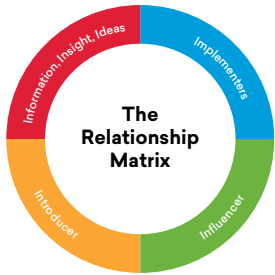


# The Relationship Matrix™



		Strength of Relationship							
		7	6	5	4	3	2	1	0
		Friend	Advocate	Support	Trust	Like	Know	Recognise	Don't Know
Stakeholder Group	Stakeholder Group 1								
	Stakeholder Group 2								
	Stakeholder Group 3								
	Stakeholder Group 4								

Influencer
Introducer
Information, insights and ideas
Implementors

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