

## Questions to Ask about Key Actors

Use these questions to help you identify key actors (stakeholders and influencers) related to your issue of concern.

For each of the key actors, ask:

Questions	Responses
Who are they?	
How are they behaving? Why are they behaving that way?	
What do they say they want (or what do you surmise they want, if they cannot speak for themselves)?	
What are their likely underlying motivations?	
What are their likely unspoken needs/wants?	

What are the likely barriers and constraints they experience?	
What level of power do they have?	
Where do they lie on the continuum of being allies or opponents?	
What can they contribute? How can they best be involved (if relevant)?	
What influence or connection do you already have with them?	
What framing and values might resonate with them?	
How can you best engage with them?	