



STAKEHOLDER MAP

JERMAINE EDWARDS

FOUNDER, CUSTOMER MASTERY AND THE
IRREPLACEABLE ADVISORY GROUP



WHO THEY ARE

Name and job title

WHERE THEY ARE

Country and city

WHAT THEY DO

Function and role

WHY THEY'RE ON YOUR LIST

Relevance

WHAT'S IMPORTANT TO THEM

Goals

WHO THEY'RE CONNECTED TO

Other contacts

ANY OTHER NOTES

Things to support growing the relationships
