

1. Who are your 'active allies', people or organisations that you know will be on your side and can help you?
2. Who are your 'passive allies', people or organisations who would be on your side but are not necessarily doing anything?
3. Who are 'neutral' i.e. they could be swayed either way or don't have an opinion yet.
4. Who are your 'passive opponents', people or organisations who don't agree with you but won't actively stop you?
5. Who are your 'active opponents', people or organisations who disagree with you and might actively oppose you?
6. How can your passive allies and neutral people or organisations be moved one wedge to the left?

