

Achieving Excellence

PURPOSE: Determining needs and developing strategies to address/intervene/resolve

6. People - Social/Constituency Map

- a. people to help shape the project with expertise, etc
- b. people to support the effort
- c. people to deliver the project

Assignment # 3

Constituency Mapping

Internal Constituents

| Key Players | Shape | Support | Deliver |
|--------------------|-------|---------|---------|
| Senior Staff | X | X | |
| Board Members | X | X | |
| Support Staff | | X | |
| Construction Staff | X | X | X |
| Mortgage Staff | X | X | X |
| Realtors | | | X |

External Constituents

| Key Players | Shape | Support | Deliver |
|---|-------|---------|---------|
| Construction Lenders - Citizens Bank - | | X | X |
| Mortgage Lenders - Renasant Bank - Eastman CU | | X | X |
| Grant Funders - HAC - FHLB | | X | X |
| Service Providers - IDA – UETHRA - KHRA | X | X | X |
| Elected Officials | | X | |
| Homebuilders | | | X |
| Codes Officials | | X | |
| Realtor Association | | X | X |
| Appraisers | | X | |
| Homebuyers | X | | X |

Power/Opinion Matrix

| | Favorable | Wafflers | Unfavorable | Don't Know |
|-------------------|--|--------------------|--|---|
| High Power | Backers: - Senior Staff - Board Memb - Homebuyers - Mortgage Staff | Construction staff | Opponents: | |
| Low Power | Fans: - Service Providers - Homebuilders | Appraisers | Detractors: -unqualified homebuyers | Grant Funders Elected Officials Codes Officials Appraisers Realtors Assoc |