

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