

Stakeholder and Buyer Map

Pairs with: Know the buyer, not just the user

Map users, buyers, budget holders, blockers, sponsors, and approvers.

Founder / team	Account / market / topic	Date
-----------------------	---------------------------------	-------------

When to use it

Use this when user enthusiasm is not converting into a buying path.

What this worksheet covers

User pain	Economic buyer
Budget holder	Technical approver
Risk approver	Executive sponsor

Questions to answer before you start

Who feels the pain?

Who owns the budget?

Who accepts the risk?

Who can block the deal?

What language helps each stakeholder care?

Stakeholder map

Role	Name/team	What they care about	Influence	Next step
Daily user	_____ _____	_____ _____	_____ _____	_____ _____
Manager of user team	_____ _____	_____ _____	_____ _____	_____ _____
Economic buyer	_____ _____	_____ _____	_____ _____	_____ _____
Budget holder	_____ _____	_____ _____	_____ _____	_____ _____
Technical approver	_____ _____	_____ _____	_____ _____	_____ _____
Risk/compliance approver	_____ _____	_____ _____	_____ _____	_____ _____
Procurement contact	_____ _____	_____ _____	_____ _____	_____ _____
Executive sponsor	_____ _____	_____ _____	_____ _____	_____ _____
Internal blocker	_____ _____	_____ _____	_____ _____	_____ _____

Value translation

User problem	Business impact	Executive language
Manual work	_____ _____	_____ _____
Risk or compliance exposure	_____ _____	_____ _____
Customer impact	_____ _____	_____ _____
Revenue or cost impact	_____ _____	_____ _____
Operational resilience	_____ _____	_____ _____

Risks, gaps, and evidence needed

Risk or gap	Why it matters	Evidence or action needed	Owner/date
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____

Decision card

What this now tells me

Decision

Choose one.

- Continue
- Adapt
- Pause
- Exit

Next action

Owner

Date to review
