Stakeholder engagement is an essential part of planning for systems change. It is helpful to think about key stakeholders in each of the 5 “I” categories.

**The Five “I” Categories of Stakeholders**

**Interested**
Those who are engaged because they are interested in the issue/topic

**Impacted**
Those who are directly impacted by current conditions or will be directly impacted by the program/exhibit you are generating

**Influence**
Those who currently have influence within your museum or the topic you are trying to address

**Information**
Those who have information or expert knowledge that would be helpful to your effort

**Income**
Those who have access to the resources to support your effort

*Worksheet adapted from Beth Zemsky materials.*