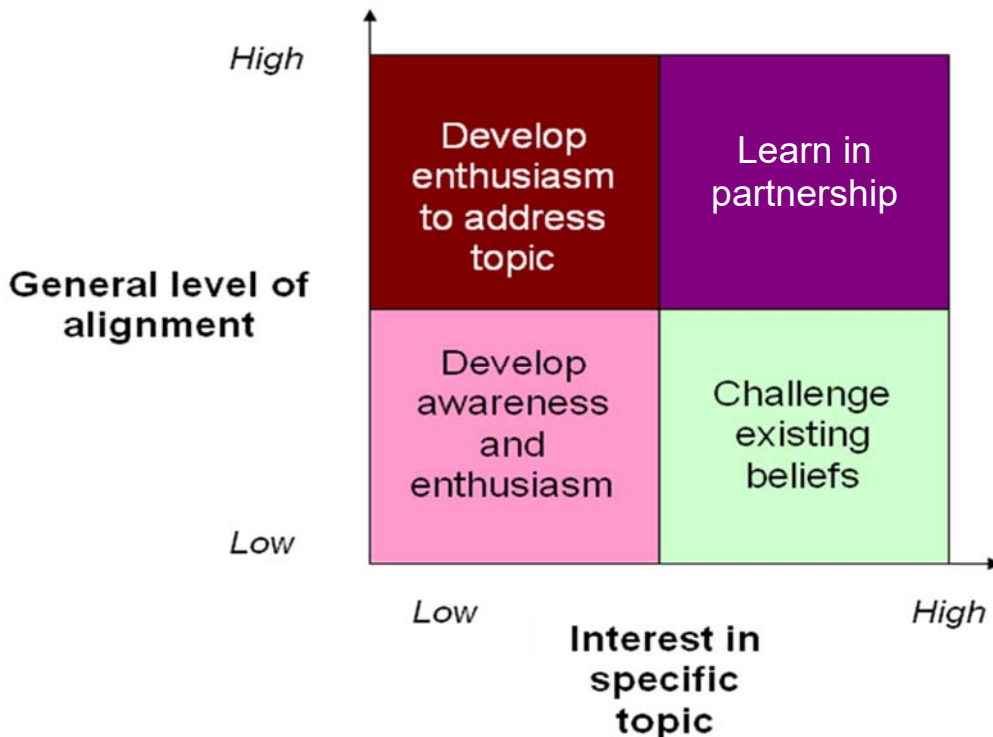




# The Alignment-Interest and Influence Matrix (AIIM)

AIIM helps to Identify and prioritise your target audience



- **Alignment:** Do they agree with our approach? Do they agree with our assumptions? Do they want to do the same things that we think need to be done? Are they thinking what we are thinking?
- **Interest:** Are they committing time and money to this issue? Do they want something to happen (whether it is for or against)? Are they going to events on the subject? Are they publicly speaking about this?

## Using the Tool

If you are doing this alone you can just do this on a piece of paper, but if working in a group it is good to do it on a flip chart. Also good to write the names of the stakeholders on post-it notes so you can move them around.

- A flipchart & markers of different colours
- Post-it notes.
- A diverse group with knowledge on the topic to address

## Process

1. List all the relevant policy actors who participate in and around the process
2. Map the actors on the Matrix according to their current behaviour (consider evidence of their attitudes, discourses, procedures, policy documents, strategies or budgets, and their general behaviour).
3. Identify the most influential actors by highlighting them with a star or a circle around them (using a marker).
4. Identify the actors that you (or your close partners) work with directly or that you have direct access to.
5. Consider how you might want these actors to change in terms of movements along the matrix
6. Consider what should be done with each in order to achieve the desired changes: learn in partnership, develop enthusiasm, challenge beliefs, or simply develop awareness.

	Low	Interest	High
High			
Alignment			
Low			