Identify - 2.5 Target audience matrix

	Action required / Target audience	Endorsement	Influence	Support / Enable	`Doers' (save energy)	Lead by example
Top management	CEO					
	Senior Management					
	Board (or equivalent)					
Middle mgmt..	Middle Management					
	Supervisors					
Frontline staff	Admin staff					
	Operators					
Support services	Maintenance					
	Cleaners					
	Catering					
	Security					
	External contractors					
Support functions/depts.	Finance					
	Personnel					
	IT					
	Corporate services / Marketing					

Mark in the relevant cells, the Action that you would like the target audience to carry out.