

## Attitude and strategy matrix

STRATEGIES POSITIONS	Involve	Collaborate	Defend	Monitor
<b>Supportive</b>	Optimal fit <sup>1</sup>	Missed opportunities <sup>2</sup>	Missed opportunities	Missed opportunities
<b>Mixed</b>	Risk <sup>3</sup>	Optimal fit	Missed opportunities	Missed opportunities and Risk
<b>Non-supportive</b>	Risk	Risk	Optimal fit	Risk
<b>Marginal</b>	Resource waste <sup>4</sup>	Resource waste	Resource waste	Optimal fit

<sup>1</sup>Optimal fit between diagnosed position and strategy

<sup>2</sup>Suboptimal fit leading to missed opportunities for gaining support

<sup>3</sup>Suboptimal fit placing venture/organisation at risk

<sup>4</sup>Suboptimal fit leading to excess attention to low potential stakeholders