**Map Out Players**

**Topic:**

low **Motivation** high

high **Legitimation** low

low **Influence** high

high **Influence** low

**Personal requirements**

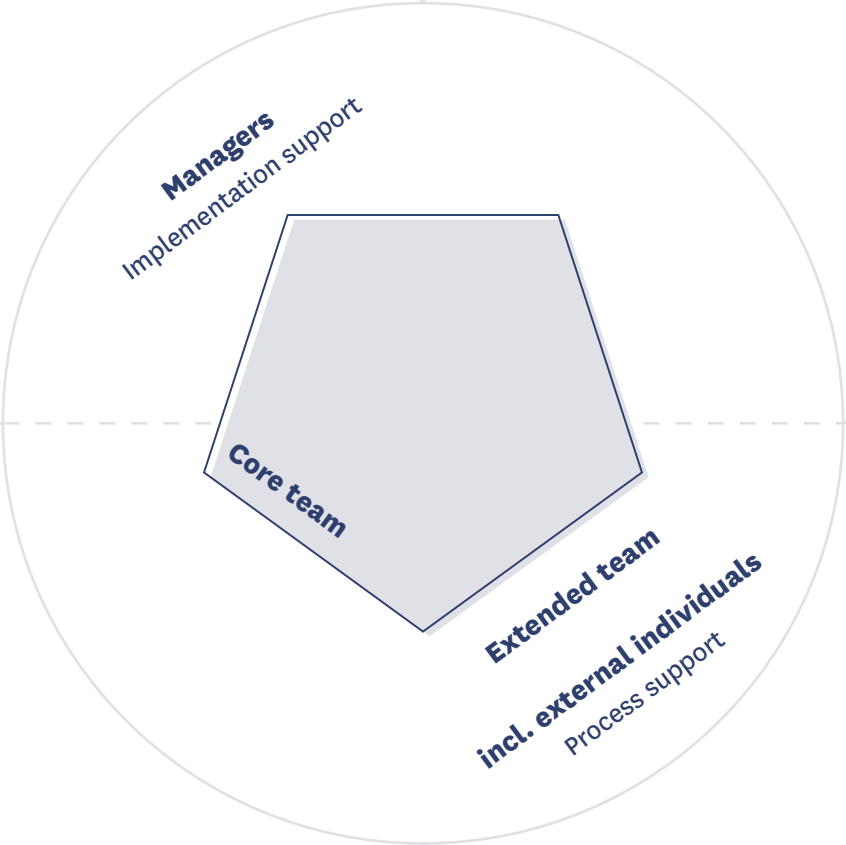
**Organizational requirements**

low **Influence** high

high **Influence** low

**Multipliers**
Who wants to endorse the venture and how?

**Supporters**
Who will support the venture and how?




**Companions**
Who is able to assist the venture and how?

**Enablers**
Who has the authority to enable the venture and how?

low **Skills** high

high **Capabilities** low



Fig. Paulick-Thiel & Arlt, 2020

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