Define the Problem and Issue

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| --- | --- | --- | --- | --- |
| **Stakeholder** | **Position** | **Value** | **Desired Solution** | **Pros/Cons** |
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| YOU |  |  |  |  |

The Action Matrix

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| **Problem**  **Solvers** | **Motivators** | | | | |
| **Individuals** | **Environment Groups** | **Government** | **Business/**  **Industry** | **Other** |
| **Individuals** |  |  |  |  |  |
| **EnvironmentGroups** |  |  |  |  |  |
| **Government** |  |  |  |  |  |
| **Business/ Industry** |  |  |  |  |  |
| **Other** |  |  |  |  |  |