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RESOURCE

The Alignment, Interest and Influence Matrix (AIIM) guidance note

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Description / Abstract

The RAPID Outcome Mapping Approach (ROMA) draws from the Outcome Mapping methodology to support the planning, monitoring and evaluation of policy influencing interventions. It is used, in various forms, by ODI, DFID and a variety of other projects and organisations. The ROMA process can help develop strategies that involve a number of intervention types. At the core of the approach, as with the planning of capacity development, knowledge management, communications and networking strategies, is the identification of the intervention's audiences.

Traditionally, RAPID had used a standard Stakeholder Analysis tool to identify the audiences of research-based, policy influencing interventions. However, in 2007, on the eve of a workshop to introduce a new version of the RAPID approach to DFID policy teams, Enrique Mendizabal and Ben Ramalingam decided to look for a tool that would not only help to identify the main stakeholders, but also suggest a possible course of action towards them.

The Alignment, Interest and Influence Matrix (AIIM) was designed to do precisely that.

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