

STAKEHOLDER ANALYSIS

TOOLS SERIES #4

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PROVIDED BY:



A stakeholder analysis determines the appropriate change strategies and priorities.

This simple tool is designed to facilitate a disciplined review and analysis of the key stakeholders critical to a successful implementation of the desired change. Typically completed near the beginning of the project, this analysis helps to shape the change vision, the case for change and the individual change strategies required for success. Additionally, this tool can assist in the identification of potential resistance points and should be revisited/revise throughout the change journey to ensure alignment with the current needs and concerns of the various stakeholders impacted by this change. Be sure to consider BOTH the logical AND emotional concerns and engagement strategies for each stakeholder. Although the change agent may have strong opinions about the areas of focus/concern for a given stakeholder (group or individual) it is advisable to gather feedback (e.g. interview, survey, focus group) to validate/revise these perspectives to ensure accuracy and a clear understanding of the priority (influence & impact) of each stakeholder to assist with the inevitable trade-offs required in strategy planning.

Stakeholder Group	Stakeholder Name/Role	Areas of Focus/Concern	Level of		Engagement Approach
			Influence	Impact	
Executive Leadership	Sue Smith - CEO	<ul style="list-style-type: none"> Overall company health Concerns about competitive threat 	H	H	<ul style="list-style-type: none"> 1 on 1 discussion Board Presentation Document cost of NOT changing vs. change

Stakeholder Group – defines the major groups of stakeholders (employees, customers, Sr Leaders, etc.)

Stakeholder Name/Role – defines the specific influence targets and their organizational role/relationship

Areas of Focus/Concern – articulates the key areas of interest, impact or pain for this individual

Level of Impact – describes the **Influence** (ability to influence the actions and alignment of others with the change) and **Impact** (level of clout to help drive change) of this individual stakeholder (Hi; Med, Lo)

Engagement Approach – the specific strategies to garner their agreement, support and engagement

