

# Identify Impacted Groups

A **stakeholder** is either an individual, group or organization who is impacted by the outcome of a project. They hold a stake in the outcomes.

## Identify Your Stakeholders

- ❑ Can be individuals and groups
- ❑ Name Project/Change Sponsors
- ❑ Identify potential influencers
- ❑ Don't forget external customers

## Analyze Your Stakeholders

- ❑ What are potential points of resistance?
- ❑ What do they need to know?
- ❑ How will the change impact them?
- ❑ What can they influence?

## Communicate with Your Stakeholders

- ❑ Customize messaging for the audience
- ❑ Answer, *What's in it for me?*
- ❑ Encourage dialogue and feedback
- ❑ Make accessing information easy