

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 single individuals or 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