guidedinsights
breakthrough conversations for bottom-line results

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Stakeholder Analysis: Company Name Project Type

Stakeholder	Impor-tance (1-5)	Stake in the Project	Desired Level of Participation	"Likes" (Attractors)	"Dislikes" (Barriers)	What We Most Want Them to Know	What They Most Want/Need to Know	Best Way to Reach	By Whom
C-Level	5	Funders Business leaders whose organization may be severely disrupted	Champions Ambassadors Remove roadblocks of resistance	New system will save $ over the long-run Entire enterprise will have single, integrated, consistent system	Risks of business disruption are high Unions likely to be visibly opposed Adoption will require new staff with new skills – attrition rate will be high Press may spin as a negative	Their visible support is a key to success They and their mgrs. will be involved in the planning and rollout Communications and training will be excellent	How their businesses will be affected Timing and $ Expected ROI	Face to face when possible Periodic update calls Email	Project leaders and exec sponsor
Line of Business Leaders									
Field IT									
Etc.									