**Virtual Learning Series: Building Resiliency**  
**Assignment 2: Stakeholder Analysis and Communication Plan**

Please submit to Erika Lind ([elind@pbgh.org](mailto:elind@pbgh.org)) by Friday, June 3.

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| **Name** | * *Name or* * *Name(s) if you are working as a team* |

**Part 1: Stakeholder Analysis for Change**

Complete the table below for at least two rows/specific stakeholders.

| **Part 1: Stakeholder Analysis for Change** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Who are your stakeholders?**  Who will be impacted by the planned change? | **Why is your planned change important to the stakeholder?** | | | | | | **How might you support this stakeholder through the transition of change?** |
| **What does this stakeholder value?** Are their values in conflict with the change? | **What might this stakeholder lose or feel they are losing?**  What might they need to end or let go of? | **What loyalties does the stakeholder have?**  Who does the stakeholder have positive, influential relationships with?  Will loyalties constrain their transition?  How might you leverage loyalties? | **What is the stakeholder’s level of . . .**  (high, medium, or low) | | | 1. **Identify how the change will benefit them** (what’s in it for them?) 2. **How can you help them to achieve CUSP during change?**    * **C**ontrol    * **U**nderstanding    * **S**upport    * **P**urpose 3. **What challenges might you anticipate?** (thoughts/feelings/reactions) |
| **Name/ Responsibility** |
| Support? | Influence? | Interest? |
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**Part 2: Communication Plan**

Complete the table below for at least one row/specific stakeholder.

| **Part II - Stakeholder Communication Activities** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Objectives** | | | **Prepare Message Content and Delivery** | | | **Closing the Loop**  (After the communication has been delivered) | | |
| **Purpose**  Why do we need to communicate?  Why now? | **Audience/ Stakeholder**  Which stakeholder are we targeting? | **By When?**  By what date do we need to deliver message? | Identify the **key points** of your message to stakeholders, which should address:   * + What is the ***primary reason*** for this message and why is it being delivered now?   + Why should the stakeholder care about it? (what’s in it for them?)   + What is the plan? * Where are we going? * When are we going? * How are we planning to get there? * How long will it take?   + What is our ask of the stakeholder?   + Who can stakeholders address questions and concerns to? | **Who should deliver the message and why?** | **What vehicle should be used to deliver the message and why?** | **How will you know that the communication is effective?**   * How might you solicit **feedback**? | **Follow-up Actions**   * What follow-up communication is needed? * Are there feedback loops that need to be closed? (Unanswered questions) * Are there any deliverables/ action items? | **Who will follow-up and by when?** |
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