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

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

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| **Name** | * *Name or*
* *Name(s) if you are working as a team*
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 **Part 1: Stakeholder Analysis for Change**

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

| **Part 1: Stakeholder Analysis for Change** |
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| **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** |
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| **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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