

Stakeholder Analysis: Contribution Needed and Engagement Strategy



Start with innovators, secure early adopters to cause a tipping point. Don't concentrate on naysayers at the beginning no matter how big and important they seem. Develop an engagement strategy with the stakeholder's perspective in mind (their "What's in it for me?").

Stakeholder	Current Contribution	Current Faction	Needed Contribution	Aspirational Faction	Engagement Strategy

Stakeholder Analysis: **Action Planning**



What are your next action steps with your stakeholders? What can you do next week? What can you do by the end of April?

Stakeholder	Next Action	Person Responsible	By When?