

Results orientation

1. What is the population?
2. What is it we want for them that is different than how they are now?
3. What does it look like? What does it feel like?
4. How do we know we achieved it?

Force field: What are the key driving and restraining forces for change?



Who are your stakeholders?

Some key Stakeholder Related Questions

Who is involved?

How are they linked?

What do they want?

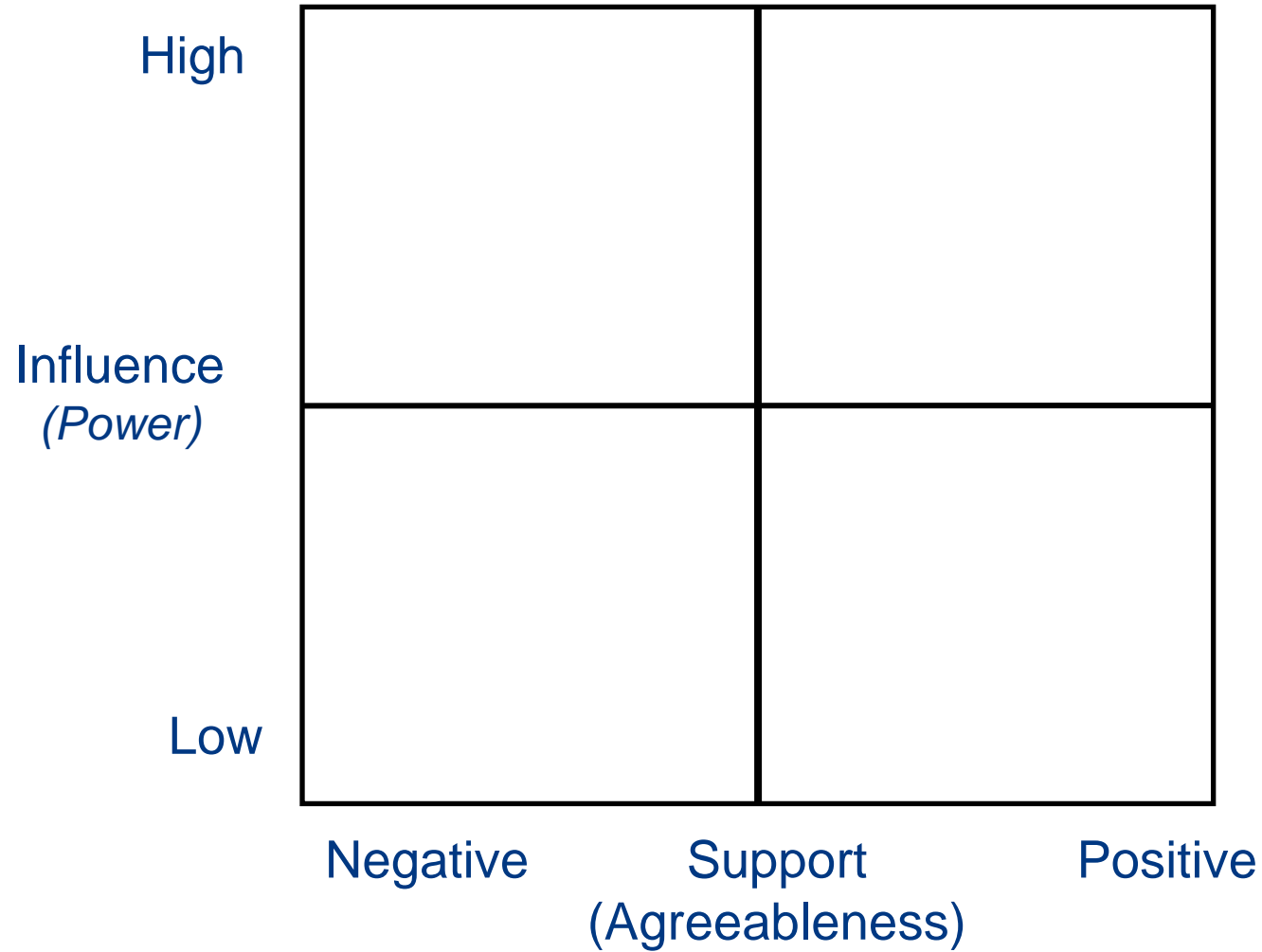
What is their influence?

What are opportunities and constraints?

Do networks change over time?

What can we do?

Stakeholder Mapping



A helpful process to understand and craft communication for each of your key stakeholders

(a) Profile (*demographic details such as educational level, income, occupation, age, etc., as well as personal details such as beliefs and values*)

(b) How they are most affected by your change initiative?

(c) What are their underlying interests relevant to your change initiative?

(d) How they can help move your change initiative forward?