

CHANGE MANAGEMENT BRAINSTORM

Initiative: _____

Desired Future State (Vision)	Current State

Gaps/Obstacles
What gaps and obstacles exist between the future and current state?

Driving Forces
What are the key levers to move this forward?

Learning Demands

		Importance/Interest of Stakeholder	
		Low Stake/Importance	High Stake/Importance
Influence of Stakeholder	Significant Influence	<p>Keep Informed—Actions can affect the project’s ability to meet its objectives but may not stand to lose or gain much from the project Communications: Newsletters, Updates, Presentations</p>	<p>Manage Closely—This is a critical stakeholder. Collaborate with them closely (possibly a change champion). Communications: Personal Briefings, Workshops, Risk and Issue Awareness, Presentations</p>
	Low Influence	<p>Monitor (Minimal Effort)—Least priority stakeholder group. Communications: No Specific Communications, Monitor Messages from this Group</p>	<p>Keep Satisfied—The stakeholders can be useful for helping with decisions and giving insightful opinions. Communications: Leverage Existing Meetings, Presentations, Organizational Briefings</p>

Next Steps I am committing to:

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