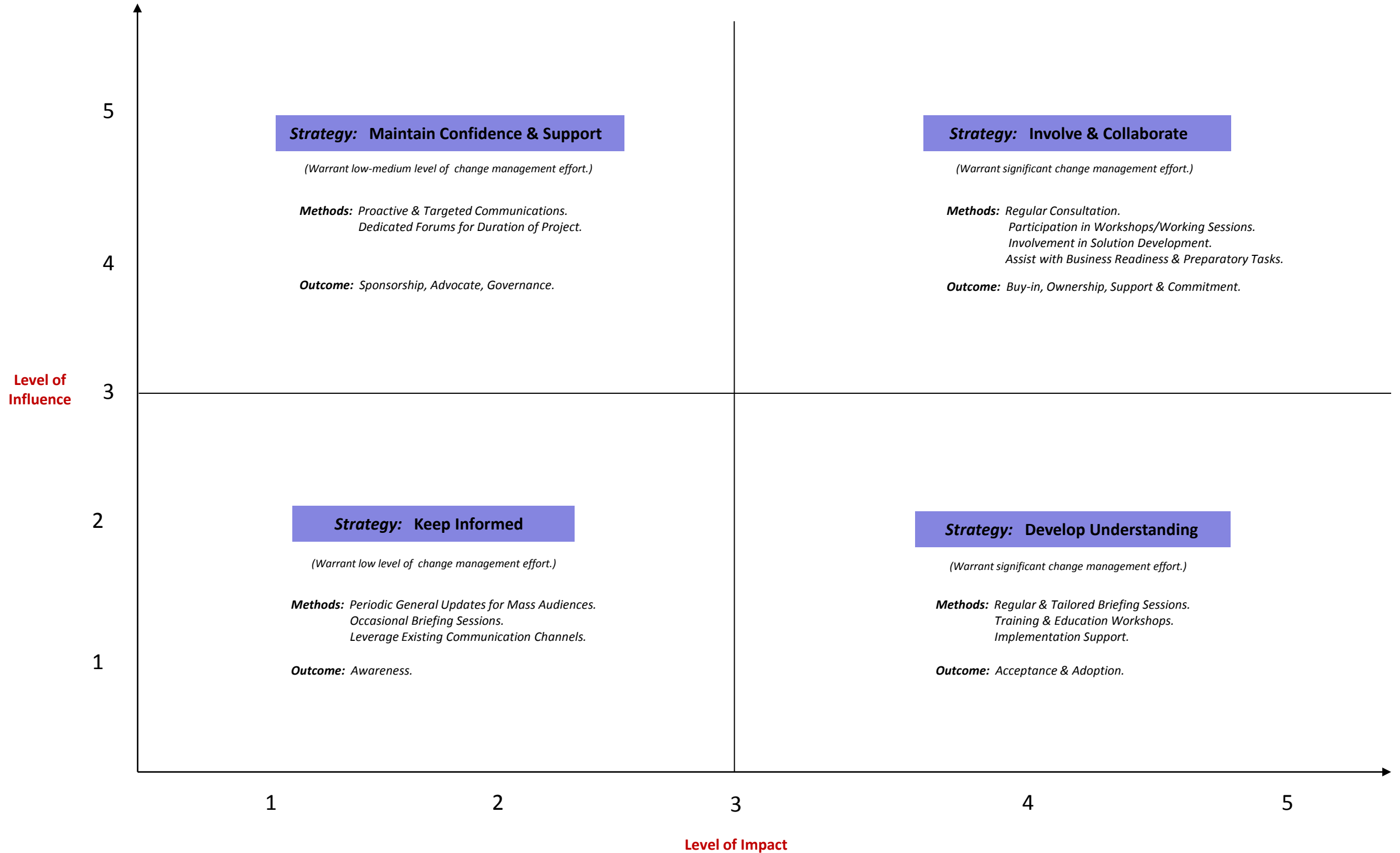




Stakeholder Analysis & Mapping Tool

Engagement Strategy Reference Model





“Change Engagement Step-Ladder”

(Key Stakeholder Engagement & Sponsorship Development)

“Advocate & Sponsor”

“Committed & Support”

“Understand & Accept”

“Aware”

“Unaware” (ground zero)

Activities:

- Continue to receive information on the project and preparations for the change, from their Business Rep & guidance on key messages from the project.

Behaviours

- Assists in stakeholder management (up & down).
- Contributes to development & delivery of key communication events.
- On forward supplied information to direct reports & others.

Activities:

- Receive information on the project and preparations within the business, evidence on how the change will deliver the business benefits, what happens after the change, how do we continue to improve, etc?

Behaviours

- Acknowledge involvement required from their business area and nominates representatives.
- Takes interest in status of rollout & preparations for their business area.
- On forward supplied information to direct reports.

Activities:

- Receive information on what do changes look like, how will this affect me, how will this affect the business what training & support will the business receive, how committed is the leadership team, etc?

Behaviours

- Seek clarification on questions/curiosities and an understanding of involvement required from their business area.
- On forward supplied information to direct reports.

Activities:

- Receive information on what is the project scope, likely impact, rationale for the change, project timeframes, how to get more information, etc?

Behaviours

- On forward supplied information to direct reports.