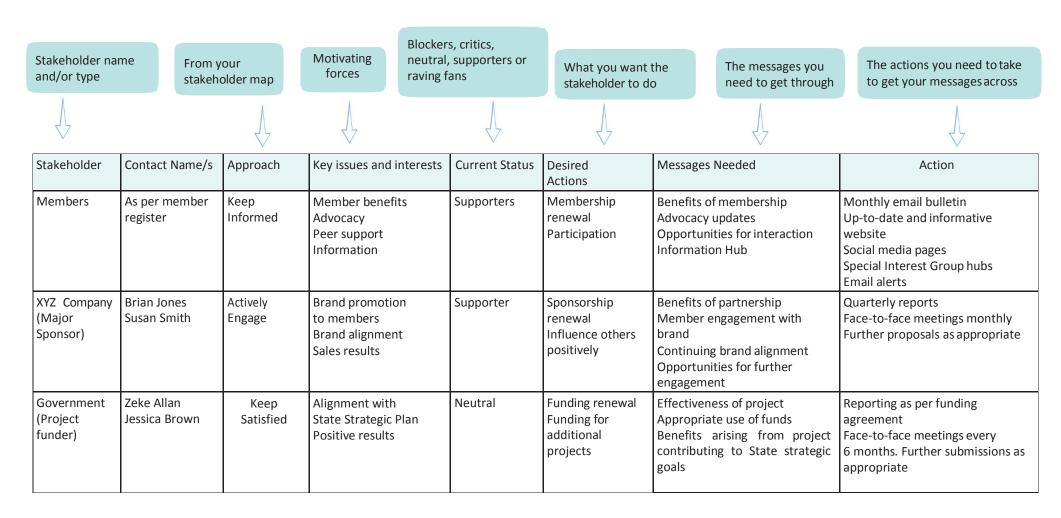


Sample Stakeholder Communication Worksheet

Preparing a summary on how you intend to communicate with major stakeholders makes sure that you are not leaving important relationships to chance and provides a guide for everyone in the organisation. The summary can be prepared for relationships with the organisation as a whole or for specific projects.





Sample Stakeholder Communication Worksheet

Stakeholder name and/or type From your stakeholder map		Motivating forces	Blockers, critics, neutral, supporters or raving fans		What you want the stakeholder to do		The messages you need to get through	The actions you need to take to get your messages across
	\bigvee	\bigvee		\bigvee	\bigvee		\bigvee	\bigvee
Contact Name/	Approach	Key issues and i	interests	Current Status	Desired Actions	Messages	s Needed	Action
	stake	stakeholder map	stakeholder map forces	From your stakeholder map Motivating forces neutral raving f	From your stakeholder map Motivating forces neutral, supporters or raving fans	Motivating forces neutral, supporters or raving fans What you want stakeholder to de Contact Name/s Approach Key issues and interests Current Status Desired	Trom your stakeholder map Motivating forces neutral, supporters or raving fans What you want the stakeholder to do Contact Name/s Approach Key issues and interests Current Status Desired Messages	The messages you need to get through Contact Name/s Approach Key issues and interests Current Status Desired Messages Needed Motivating forces neutral, supporters or raving fans What you want the stakeholder to do need to get through Contact Name/s Approach Key issues and interests Current Status Desired Messages Needed