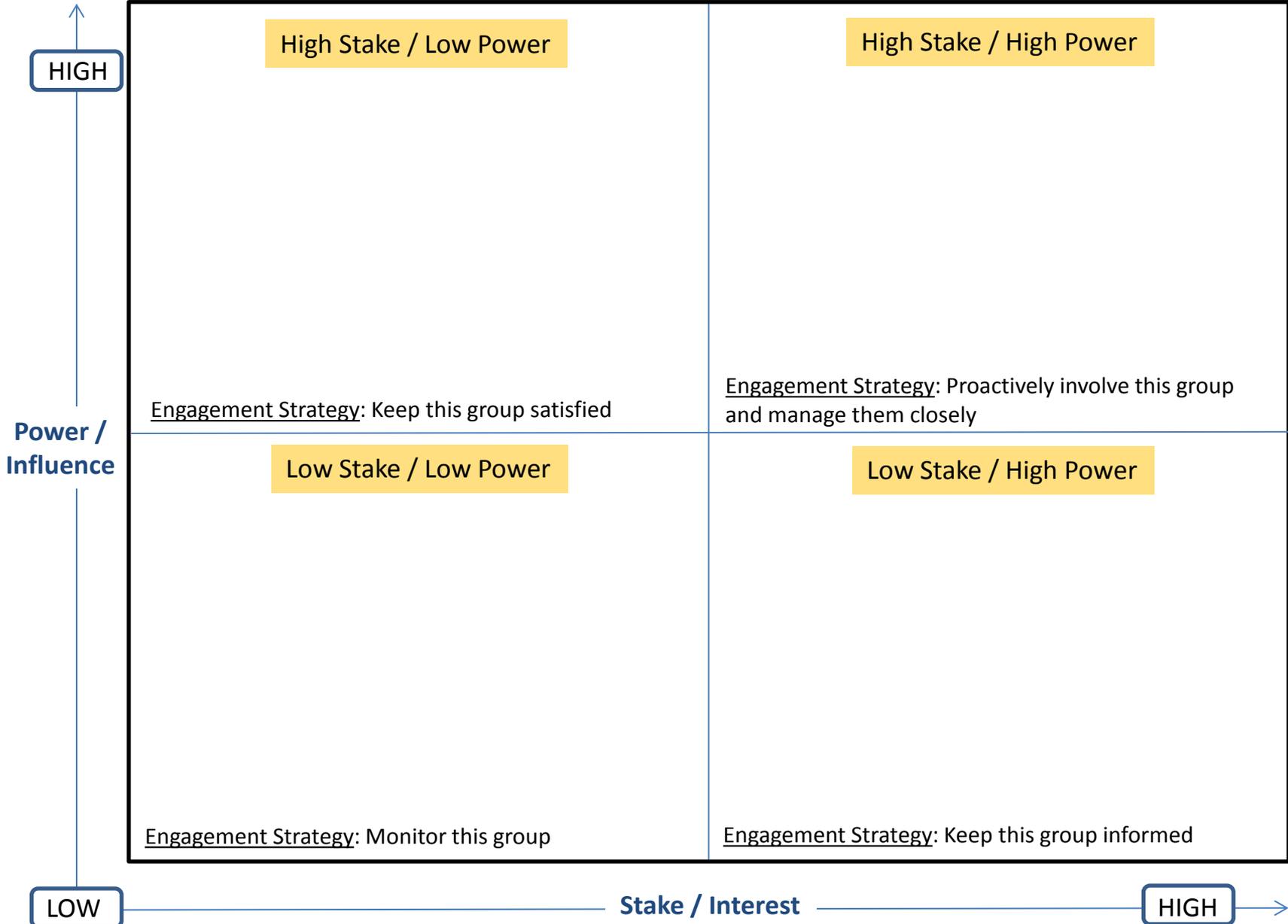


Stakeholder Worksheet



Instructions:

1. Identify individuals that have stake/interest and power/influence on the practice change, or initiative.
2. Once stakeholders are identified, plot their position on the grid based on their level of stake/interest and power/influence.
3. Develop communication and engagement strategies targeted for each category. For example, stakeholders plotted in the HIGH:HIGH square are key to implementation success or failure and will require higher levels of engagement and ongoing communication.
4. Incorporate communication strategies based on the stakeholder's frame of reference: Heart, Head, and Wallet.
5. Keep abreast of your stakeholder analysis to ensure that stakeholders are involved at the right level as the project/initiative progresses. Be aware that a stakeholder's level of power/influence and stake/interest may change over time.

References:

- Ackerman, F., & Eden, C. (2011). Strategic management of stakeholders: Theory and practice. *Long Range Planning, 44*, 179-196.
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