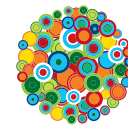


# Engaging Stakeholders in Change



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## This stakeholder...



*is impacted by the changes*



we need their cooperation

**Inform**



*will need to take action to make the changes*



we need their support, cooperation, and expertise

**Consult**



*has significant influence over the success of the change*



we need them to invest time, make decisions and influence others

**Involve**



*has critical influence over the success of the change*



we cannot be successful without their input, money, time and public support

**Collaborate**

## Activities to consider

Emails  
Newsletters  
Website  
Presentations  
Leader cascade

Can comment on WIP  
Q&A opportunities  
'in the loop' updates  
Channels to raise issues

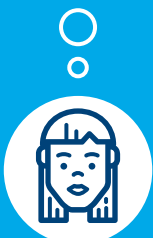
Participate in workshops  
SME/advisor to program team  
Validates outputs  
Presents changes to own team  
Formal advocacy role

Owns deliverables  
Sign-off point  
Can be assigned risks/issues  
Co-presents at decision points  
Delivers program comms with influence

## Engagement results

### Understanding

"Looks like our team will need to adopt this. Let's keep an eye out for key dates."



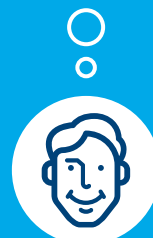
### Understanding and Advocacy

"These changes are bigger than I thought. They are getting the right input though."



### Advocacy and Ownership

"We have a lot to do to get ready. These changes are coming next month, let's get started."



### Ownership and commitment

"I know it is the right thing to implement, I practically designed it myself. If it doesn't work, it's my reputation too."

