Stakeholder Change Management Matrix

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| **STAKEHOLDERS** | **LEVEL OF PRIORITY** | **READINESS TO THE CHANGE** | **EXPECTATIONS** | **CONCERNS** | **MITIGATION PLAN** |
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*See instructions on how to use this template on the next page*

*How to use this template:*

*People are at the heart of change: they will embrace it and make it happen, oppose to it or will remain neutral, neither supportive nor defensive.This could be reflected in the table according to different levels of* ***readiness*** *towards change (awareness, acceptance, ownership, commitment)*

*Map out carefully accordingly those different* ***stakeholders*** *impacted by the upcoming change and their anticipated expectations and concerns regarding this change. Stakeholders can come from entities evolving around the organization (e.g. shareholders, customers, suppliers, retailers, finance providers, media, and public authorities) and within the organization itself (e.g. top management, project team, etc.)*

*They would have different levels of* ***expectations*** *regarding the change process: at least be informed (with a certain level of frequency), for some be consulted, and a fraction of them partnered with, up to control the change process happening. Make sure they voice also their* ***concerns*** *regarding this change.*

*Rank* ***their level of priority*** *according to their importance and level of influence on the change process (e.g. those of high importance and high influence are critical for your venture to ensure an effective coalition and support versus those of low priority requiring less monitoring and management). The below matrix may help you visualize what priority you should give to each stakeholders.*

**INFLUENCE**

*High*

**MANAGE CLOSELY**

KEEP SATISFIED

*Low*

KEEP INFORMED

MONITOR

*High*

*Low*

**IMPORTANCE/ INTEREST**