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| [*Change Initiative Name*] | |
| With your Change Team, start by categorizing each of your stakeholder groups/individuals into one of the three categories described in *The 3 Levels of Communication in Managing Change*. Once you have identified each stakeholder group/individual, continue to brainstorm what kind of communication you are responsible for as part of this initiative. | |
| **Project Sponsors & Organization Leadership** | |
| **Stakeholder Group/Individual** | **General Communication Needs** |
| *(Example: VP of Operations)* | * *Project Updates and Status* * *Project Budget and Timeline* * *How he/she should be involved* * *Change obstacles related to operations* |
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| **Change Support Teams** | |
| **Stakeholder Group/Individual** | **General Communication Needs** |
| *(Example: Technology Support Group)* | * *Understanding of Project and Timeline* * *How they should be involved* * *Key decisions made regarding Technology Support* |
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| **Change Recipients** | |
| **Stakeholder Group/Individual** | **General Communication Needs** |
| *(Example: Entry Level Associates)* | * *Purpose for Change Initiative* * *What is changing* * *What they can expect* * *How they will be supported* |
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