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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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