

Template: Identify key stakeholders by phase to prioritize who we will

③ engage and when

IDENTIFY STAKEHOLDERS

Instructions: Plot each stakeholder group at each phase in the change journey following the quadrants described in the prior step. The importance of a stakeholder group may change over time, as the change program progresses. The ultimate goal is to **prioritize the right groups at the right time**

Placement on Critical Populations matrix

TOP RIGHT
high impact of a group to the change
high impact of change to the group

Spend **~75%** of time engaging this group

TOP LEFT
high impact of a group to the change
low impact of change to the group

Spend **~20%** of time engaging this group

BOTTOM HALF
low impact of a group to the change
high / low impact of change to the group

Spend **~5%** of time engaging this group

