

Stakeholder Group	Understanding		Support		Influence/ Involvement		Comm. Frequency		Comm. Effectiveness		Communication Needs (More of)	Communication Needs (Less of)	Influence Strategy
	As Is	To Be	As Is	To Be	As Is	To Be	As Is	To Be	As Is	To Be			
Managers (End Users)													
End Users	L	H	L-M	H	L	H	L	H	L	H	Scope, system quality, functionality		
Executives (Program Office)	M	H	H	H	L	L	L	M	L	H	Scope, process		
Managers (Program Office)													
Program Office Sponsor													
Program Office Project Mngr													
SFA U Leadership													
SFA U Project Manager													
Project team members	M	H	H	H	H	H	M	H	M	H	Scope, process, system quality, value, functionality, technical		
Instructional Designer													

Stakeholder Analysis Template

Stakeholder Group	Understanding		Support		Influence/ Involvement		Comm. Frequency		Comm. Effectiveness		Communication Needs (More of)	Communication Needs (Less of)	Influence Strategy
	As Is	To Be	As Is	To Be	As Is	To Be	As Is	To Be	As Is	To Be			
SMEs													
Trainers													
Contracting Officer Rep													
Communications POC													
Logistics Coordinator													
Quality Control													
Testers													
IT													
Desktop Publishing													

L = Low
 M = Medium
 H = High
 N/A = Not applicable

End Users may be broken out more in detail
 ?? Media Coordinator
 ?? Graphics Designer