

STAKEHOLDER ANALYSIS

Stakeholder:

Position:

Date:

Objective:

BUSINESS BEHAVIOUR STYLES

Expressive

Amiable

Analytical

Direct / Driver

GUIDING VALUES (NEEDS AND MOTIVATORS)

Rational (Current Imposed)

Emotional (Experience)

Political / Cultural (Relationship)

PERSUASIVE MESSAGING (WIIFT)

Statement / Recommendation

Benefits and or Impact (Stakeholder)

Supporting Evidence

Relevance or Need (Stakeholder)

NEXT STEPS / AGREED ACTIONS

Stakeholder

Agreed Action:

Date:

General Comments



MEETING PLANNER
OPENING (MEETING SET UP)

What	
Why	
Who	
How	
Outcome	

PLANNED QUESTIONS

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POSSIBLE OBJECTIONS

Objection	Response

ASSERTIVE STATEMENTS

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SPECIFIC ACTIONS FROM STAKEHOLDERS

Who	What

