

Stakeholder Impact Assessment



This template is an essential tool for identifying how change will affect those in your workplace and how you can communicate effectively with everyone throughout the change. This will make employees feel included, considered and allows for any conflicts of interest to be discussed before anything is actually implemented.

Utilise this table throughout your change programme Fill out the table and all the prompts.

Stakeholders ¹	How will they be affected by the change?	Identify areas of conflict ²	Identify the benefits/vision of change	Preferred communication channels	Communication Strategy ³	Notes/Updates ⁴

¹ Write down all your stakeholders e.g. Managers, Employees, Customers, Suppliers, Investors, Communities etc, and note the stakeholder priority:

- High Power, Interested
- High Power, less interested
- Low power, interested
- Low power, less interested

² Will there be any conflict between certain groups of stakeholders? How can you mitigate the conflicts?

³ Create separate documents on how you'll communicate to each group and link them here.

- Depending on the stakeholder priority you should take specific action:
- High Power, Interested = Manage closely
 - High Power, less interested = Keep satisfied
 - Low power, interested = Keep informed
 - Low power, less interested = Monitor with minimum effort
- Decide how you'll communicate to each group, using what messaging, channels, and feedback methods.

⁴ Throughout the change, write down any key notes here with dates so you can reflect on the process and make improvements.