

Influencing Strategy Planner

What are the key benefits of your idea or opportunity to positively impact the business the business?			
Stakeholder 1			
Name		Position	
Role		Level of interest (are they an advocate or blocker etc)	
Key wins what are their objectives – professional and personal and how does the idea relate to these?			

What do you want them to Think, feel and do?	
What is your strategy to influence them?	
Possible objections or resistance – how will you deal with this?	
Final comments	

Stakeholder 2			
Name		Position	
Role		Level of interest (are they an advocate or blocker etc)	
Key wins (what are their objectives – professional and personal)			
What do you want them to Think, feel and do?			
What is your strategy to influence them?			

Possible objections or resistance – who will you deal with this?	
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Final comments	
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Stakeholder 3			
Name		Position	
Role		Level of interest (are they an advocate or blocker etc)	

Key wins (what are their objectives – professional and personal)	
What do you want them to Think, feel and do?	
What is your strategy to influence them?	
Possible objections or resistance – who will you deal with this?	
Final comments	

Stakeholder 4			
Name		Position	
Role		Level of interest (are they an advocate or blocker etc)	
Key wins (what are their objectives – professional and personal)			
What do you want them to			

What do you want them to Think, feel and do?	
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What is your strategy to influence them?	
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Possible objections or resistance – who will you deal with this?	
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Final comments
