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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?	
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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	



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Stakeholder 2		
Name	Position	
Role	Level of interest (are they an advocate or blocker etc)	
Key wins (what are their objectives – professional and personal)	etoj	
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 3		
Name	Position	
Role	Level of interest (are they an	
	advocate or blocker etc)	



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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?		
What is your strategy to influence them?		
Possible objections or resistance – who will you deal with this?		
Final comments		
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Stakeholder 4		
Name	Position	
Role	Level of interest (are they	
	an advocate or blocker etc)	
Key wins (what are their objectives - professional and personal)	etc)	



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What do you want them to Think, feel and do?			
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Final comments			