

Key Stakeholder Engagement

All key stakeholders should be engaged in specific ways depending on their history, involvement, influence, and participation in the organization. Take time to identify key stakeholders by categories, or even individually when helpful, and develop a plan to engage with them in a comprehensive and inclusive way.

Stakeholder	What are their motivations to engage with the organization?	What potential concerns might they have about this transition?	What might excite them about the transition?	What is the best way to engage with them about the transition?	What messages might be most helpful for them?

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