

Stakeholder Management Matrix					
Stakeholder Group	Area of Concern	Needed/Desired Level of Involvement in Initiative	Expectations of Change Leadership	Initial Communication /Engagement Recommendations	Responsible Change Team Member(s)
TIMEFRAME: <i><Prior to launch of change initiative, at launch of change initiative, during implementation of change initiative, after implementation of change initiative></i>					
EXAMPLE: <i>Human Resources</i>	<i>Impact to performance management system</i> <i>Silos between departments</i>	<i>Significant involvement</i> <i>Need assistance in engaging employees in initiative throughout implementation.</i> <i>Need data around specific impact to performance management system as well as design for new system</i>	<i>Need better understanding of the “why” of this initiative</i> <i>Need support in leading this change from an HR perspective (limited skill set in leading change in HR group)</i>	<i>SVP of HR will meet with other HR leadership in order to engage in initiative; ensure understanding of “why” as well as discuss expected challenges. GOAL: increase comfort level of HR department.</i>	<i>Change Manager will work with SVP of HR to prepare for initial face-to-face meeting with HR leadership</i>