End-User Demographic Inventory

WHY USE THIS TOOL:
Technology doesn't deliver business results, people do. Use this tool to hone in on your various target audiences, to find where they are, to gauge their current & future perceptions … and more!

HOW TO USE THIS TOOL:
Allot 90 minutes. Gather project team members (and/or those most knowledgeable about the upcoming change) in person or via telephone. Collaborate to complete the document to the best of your knowledge or ability.

Who are your Target Audiences?

AUDIENCES:	INDIVIDUALS / ROLES / NUMBERS AFFECTED:	LOCATIONS:
Affected Function or Department Senior Leaders:	Example: If you're implementing an HR change, list names and roles or insert the number of impacted HR Senior Leaders here…	List the countries, regions, states, cities here and repeat for all rows below...
Affected Function or Department Managers:	Same Example: List names and roles or the number of impacted HR Function or Department Managers here...	
Affected Function or Department Employees:	Same example: List employee roles and insert the number of impacted HR Employees here…	
Broader Senior Leaders:	Now, look to the broader organization: how many other Senior Leaders will be affected by this project? List them here.	
Broader Key Managers:	What about other Managers across the company? How many do you need to communicate with? Name them here.	
Employees (Office):	How about other employees who work in your corporate setting or other offices?	
Employees (Field):	How about employees who work remotely or out in the field?	
Employees (Plant):	And employees who work in your plants or manufacturing locations?	
External Channel Partners:	Any External Channel Partners that need to be aware of your project? How many? Who are they?	
External Vendors:	Or External Vendors?	
External Customers:	Or Customers?	
Other?	Any other audiences that need to be communicated with?	

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What are their perceptions?

AUDIENCES:	CURRENT PERCEPTIONS:	FUTURE BELIEF:
Affected Function or Department Senior Leaders:	Example: If you're implementing an HR change, how do HR Senior Leaders feel about the **CURRENT** landscape / technology / situation?	Now: How do you want these people to feel in the **FUTURE**? What perceptions would you like them to have instead? (Insert information for all audiences affected by your project here and below…)
Affected Function or Department Managers:	Same Example: How do HR Function or Department Managers currently feel about the landscape / technology / situation?	
Affected Function or Department Employees:	Same example: How about HR employees?	
Broader Senior Leaders:	Now, look to the broader organization: how do other Senior Leaders feel about the current landscape / technology / situation?	
Broader Key Managers:	What about other Managers across the company? What do they think about the current landscape / technology / situation?	
Employees (Office):	How about other employees who work in your corporate setting or other offices? How do they feel?	
Employees (Field):	How about employees who work remotely or out in the field?	
Employees (Plant):	And employees who work in your plants or manufacturing locations?	
External Channel Partners:	How do External Channel Partners feel about the current landscape / technology / situation?	
External Vendors:	Or External Vendors?	
External Customers:	Or Customers?	
Other?	Any other audience perceptions to mention?	

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How can you reach them?

AUDIENCES:	COMMUNICATION CHANNELS:	TACTICS:
Affected Function or Department Senior Leaders:	Where is the best place to reach these audiences? Online? On the road? Town Hall meetings? Sales meetings? One-on-one meetings? Fill in the best channel for each Target Audience here and below…	What are the best communication materials to use with these audiences? Posters? Emails? Newsletters? Brochures? Table Tents? Digital Signage? Events? Apps? Webinars? Road Shows? Flyers? Prizes? Lunch 'n Learns? What else?
Affected Function or Department Managers:		
Affected Function or Department Employees:		
Broader Senior Leaders:		
Broader Key Managers:		
Employees (Office):		
Employees (Field):		
Employees (Plant):		
External Channel Partners:		
External Vendors:		
External Customers:		
Other?		

What else is coming at them?

AUDIENCES:	OTHER PRIORITIES:
Affected Function or Department Senior Leaders:	What else will be vying for everyone's attention? (Remember, your project won't be the only thing on their plate!) Brainstorm other pressing priorities for each audience group … Think of things that might override your project. Is it bad timing (aka, year-end)? Are there other industry challenges? Other corporate initiatives? What else? Insert here & below...
Affected Function or Department Managers:	
Affected Function or Department Employees:	
Senior Leaders:	
Managers:	
Employees (Office):	
Employees (Field):	
Employees (Plant):	
External Channel Partners:	
External Vendors:	
External Customers:	
Other?	

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What might people push against?

AUDIENCES:	RESISTANCES:
Affected Function or Department Senior Leaders:	What are possible resistances that people might have to your project? (Insert here & below for all audiences affected by your project.) **[CHANGE TIP! Want to do a deeper dive into resistances? Try the Resistance & Risk Analysis tool!]**
Affected Function or Department Managers:	
Affected Function or Department Employees:	
Senior Leaders:	
Managers:	
Employees (Office):	
Employees (Field):	
Employees (Plant):	
External Channel Partners:	
External Vendors:	
External Customers:	
Other?	

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Who else can support your cause?

AUDIENCES:	CHANGE AGENTS:	ACTION:
Affected Function or Department Senior Leaders:	List names of Managers or Employees in this Audience Group (and the others below) who you believe will support your goals…	Brainstorm ways that these individuals can show their support; then create a list of action steps for your team to take to make it happen!
Affected Function or Department Managers:		
Affected Function or Department Employees:		
Senior Leaders:		
Managers:		
Employees (Office):		
Employees (Field):		
Employees (Plant):		
External Channel Partners:		
External Vendors:		
External Customers:		
Other?		

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