

External Audiences Impact Workbook

WHY USE THIS TOOL:

While your employees will be your core change audience, you do have other relationships that can make or break your business transformation: your customers, channel partners and vendors. Use this tool to hone in on these specific relationships ... and the impact therein.

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.

External Audiences: Who? Where?

PROJECT OR RELEASES	NAME: List major customers, partners or vendors who will be affected by your project.	LOCATION: Where are these customers, partners or vendors located?
List Project Name, Module or Release	List names here...	List locations here...
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External Audiences: Perceptions

PROJECT, MODULES OR RELEASES	CURRENT STATE: What are the CURRENT perceptions that customers, partners or vendors have about working with your existing technology ... or with your organization?	FUTURE STATE: What is the FUTURE perception you hope these people have once your project / new technology implementation / business transformation is complete?
List Project Name, Module or Release	List CURRENT perception here...	List FUTURE belief here...
List Project Name, Module or Release	List CURRENT perception here...	List FUTURE belief here...
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External Audiences: or

PROJECT, MODULES OR RELEASES	ADVOCATES: Are there any known customer, partner or vendor ADVOCATES for this change? Any customers or vendors who have recently implemented similar technology?	RESISTORS: Are there any known RESISTORS who will push against this change? Why?
List Project Name, Module or Release	List ADVOCATES here... Note opportunities...	List RESISTORS here... Note resistances...
List Project Name, Module or Release	List ADVOCATES here... Note opportunities...	List RESISTORS belief here... Note resistances...
List Project Name, Module or Release	List ADVOCATES here... Note opportunities...	List RESISTORS belief here... Note resistances...
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External Audiences: Messaging

PROJECT, MODULES OR RELEASES	MESSAGING: List key communication messages you'll share with customers, partners or vendors...
List Project Name, Module or Release	<ul style="list-style-type: none"> • What's changing? • What are the general benefits to each audience? • If applicable, how can you calm fears or resistances?
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External Audiences: Communications

PROJECT, MODULES OR RELEASES	DEPLOYMENT: What communication will you send? Make a plan!
List Project Name, Module or Release	<ul style="list-style-type: none"> • WHAT communication will you send? • WHO will it go to? • WHEN will it go out? • HOW will it be delivered? • WHY should they care? (Create a compelling reason WHY your External Audiences should support you!)
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