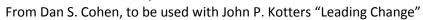
## Audience Analysis and Prioritisation Tool





Stakeholder group	Description	Critical to success (1-5)	How the change affect them	Effort required to change (1-5)	Concerns/Issue (what the group needs)	Commitment (-0+)

## Audience Analysis and Prioritisation Tool

From Dan S. Cohen, to be used with John P. Kotters "Leading Change"



