<div align="center">**Question & Answer Stakeholder Assessment/Map**</div>

Question:

1. Are there any more stakeholder groups you would like to add?

If so, please list them below. If there are no additional stakeholder groups, simply enter "No.

Answer:

Yes:

- Vendors and Suppliers: Will need to integrate their systems with our new CRM and automation platforms.

- Regulatory Bodies: Interested in ensuring compliance and data security during the transformation.

- Shareholders: Interested in the ROI and long-term impact of the digital transformation.

- External IT Consultants: Assisting with the implementation and troubleshooting of new systems.

Question:

2. Describe what each of your stakeholder groups are doing today? / Describe what each stakeholder group does in the current state

Answer:

1. Executive Leadership:

  - Overseeing overall business strategy and growth.

  - Making high-level strategic decisions based on available data.

  - Monitoring organizational performance and profitability.

  - Ensuring alignment across various departments towards common business goals.

2. IT Department:

  - Managing and maintaining the current IT infrastructure.

  - Providing technical support to employees and resolving IT-related issues.

- Implementing and maintaining security protocols to protect company data.

- Monitoring system performance and uptime to ensure operational efficiency.

3. HR Department:

  - Handling recruitment, onboarding, and employee retention strategies.

  - Managing employee benefits, payroll, and performance reviews.

  - Developing and conducting training programs for employee development.

  - Addressing employee-related issues and maintaining workplace morale and culture.

4. Customers:

  - Interacting with the company through various service channels.

  - Utilizing current service portals and communication methods to resolve issues or inquire about products/services.

  - Providing feedback on service experience and overall satisfaction.

  - Engaging with customer support for troubleshooting and assistance.

5. Frontline Employees:

  - Directly interacting with customers to provide service and support.

  - Using existing tools and processes to manage customer interactions.

  - Executing day-to-day tasks based on established workflows.

  - Reporting issues and feedback from customer interactions to management.

6. Business Partners:

  - Collaborating with the company on joint ventures and projects.

  - Communicating through existing channels to coordinate efforts and share information.

  - Working on aligning their systems and processes with the company's requirements.

- Regularly meeting to review progress and outcomes of collaborative initiatives.

7. Vendors and Suppliers:

  - Providing goods and services required for the company's operations.

  - Managing procurement processes and contracts with the company.

  - Coordinating deliveries and supply chain logistics.

  - Ensuring timely and quality delivery of products/services.

8. Regulatory Bodies:

  - Monitoring the company's compliance with industry regulations and standards.

  - Conducting audits and reviews to ensure adherence to legal requirements.

  - Providing guidelines and updates on regulatory changes impacting the industry.

  - Enforcing consequences for non-compliance and advocating for consumer protection.

9. Shareholders:

  - Investing in the company and expecting returns on their investment.

  - Reviewing financial performance and company reports.

  - Voting on key company decisions during shareholder meetings.

  - Monitoring the impact of company strategies on share value and profitability.

10. External IT Consultants:

  - Providing expertise and support on IT strategy and implementation.

  - Assisting with complex technical projects and integrations.

  - Advising on best practices and new technology solutions.

  - Troubleshooting and resolving specialized IT issues beyond internal capabilities.

Question:

3. Describe what each of your stakeholder groups will be expected to do tomorrow? / Describe what each stakeholder group should be expected to do in the target state.

Answer:

1. Executive Leadership:

  - Make strategic decisions using enhanced data analytics from the new CRM system.

  - Lead and champion the digital transformation initiatives.

  - Monitor and evaluate the overall success of the transformation through KPIs.

  - Foster a culture of innovation and continuous improvement.

2. IT Department:

  - Maintain and support the new CRM software, automation tools, and communication platforms.

  - Ensure seamless integration of new systems with existing infrastructures.

  - Provide ongoing technical support and troubleshooting for all digital tools.

  - Implement and manage advanced security protocols to protect data integrity.

3. HR Department:

  - Develop and lead extensive training programs for all new systems and processes.

  - Manage employee adaptation and address resistance to change.

  - Monitor and support continuous employee learning and development.

  - Oversee the change champion network and ensure it is effectively utilized.

4. Customers:

  - Interact with the company through enhanced, user-friendly digital service portals.

  - Benefit from more personalized and efficient service experiences.

  - Provide feedback through new channels integrated into the CRM system.

- Adapt to new methods of communication and service interaction.

5. Frontline Employees:

  - Utilize the new CRM tools and automation systems in their daily workflows.

  - Provide high-quality, efficient customer service using enhanced digital resources.

  - Engage in continuous training and upskilling programs.

  - Collaborate using upgraded internal communication platforms.

6. Business Partners:

  - Align their processes to integrate seamlessly with the company's new systems.

  - Participate in coordination meetings to ensure effective collaboration.

  - Utilize improved communication channels for better project management.

  - Adapt to new standards and interfaces required by the digital transformation.

7. Vendors and Suppliers:

  - Integrate their systems with the company's new CRM and automation platforms.

  - Enhance coordination for inventory and procurement through automated processes.

  - Provide goods and services in a more streamlined and efficient manner.

  - Adapt to new digital procurement and communication procedures.

8. Regulatory Bodies:

  - Monitor compliance with new digital processes and data security measures.

  - Conduct reviews and audits using enhanced access to digital records.

  - Provide updated guidelines to align with technological advancements.

  - Ensure the company meets all legal and regulatory requirements effectively.

9. Shareholders:

   - Review detailed, data-driven reports on the impact and ROI of the digital transformation.

   - Participate in strategic decision-making processes during shareholder meetings.

   - Monitor the company's performance and growth through enhanced transparency.

   - Engage with the company's leadership on long-term strategic objectives.

10. External IT Consultants:

   - Provide ongoing expertise and advice on the implementation of new systems.

   - Assist with complex technical challenges and integration projects.

   - Offer training and knowledge transfer to internal IT staff.

   - Ensure that best practices and advanced solutions are utilized effectively.

Question:

4. Provide a high-level description of any key messages you think are important at each stakeholder level

Answer:

1. Executive Leadership:

   - "Our leadership will drive strategic decisions more effectively with enhanced data insights from our new CRM system, ensuring we stay ahead in the competitive market."

2. IT Department:

   - "The IT team will be pivotal in integrating and maintaining our new systems, which will enhance our operational efficiency and technological capabilities."

3. HR Department:

   - "HR plays a critical role in guiding employees through this transformation with robust training programs and support systems, ensuring a smooth transition and continuous development."

4. Customers:

   - "Customers will enjoy a more personalized and efficient service experience thanks to our new CRM and automated service processes, making interactions simpler and more satisfying."

5. Frontline Employees:

   - "Frontline employees will benefit from advanced tools that streamline their workflows, allowing them to provide superior customer service and improve productivity."

6. Business Partners:

   - "Our business partners will experience better coordination and collaboration through upgraded communication platforms, facilitating smoother joint ventures and projects."

7. Vendors and Suppliers:

   - "Vendors and suppliers will find our procurement and communication processes more efficient, resulting in better coordination and timely deliveries."

8. Regulatory Bodies:

   - "Regulatory bodies will appreciate our enhanced compliance and data security measures, ensuring we meet all legal and regulatory standards."

9. Shareholders:

   - "Shareholders can look forward to positive returns on investment as our digital transformation drives increased operational efficiency and market competitiveness."

10. External IT Consultants:

   - "External IT consultants will collaborate with us to implement state-of-the-art systems, ensuring we leverage best practices and maintain cutting-edge technological standards."

Question :

Describe the best channel to communicate with each stakeholder group

Answer:

1. Executive Leadership:

   - Direct Meetings

   - Email Briefings

   - Executive Dashboards

2. IT Department:

   - Intranet Portal

   - Technical Workshops

   - Team Briefings

3. HR Department:

   - HR Management System

   - Email Updates

   - Training Sessions

4. Customers:

   - Customer Service Portals

   - Email Newsletters

   - Social Media

5. Frontline Employees:

   - Team Briefings

- Internal Messaging Systems (e.g., Slack, Teams)

- Training Workshops

6. Business Partners:

  - Joint Venture Meetings

  - Project Management Tools

  - Email Updates

7. Vendors and Suppliers:

  - Supplier Portals

  - Email Notifications

  - Coordination Meetings

8. Regulatory Bodies:

  - Compliance Reports

  - Formal Letters

  - Email Communications

9. Shareholders:

  - Annual Reports

  - Shareholder Meetings

  - Email Newsletters

10. External IT Consultants:

  - Project Collaboration Platforms

- Email Updates

- Technical Workshops