# Stakeholder Interests Template

This template helps you better understand your stakeholders’ interests. It helps visualize with whom you must connect and which risks to mitigate.

* Who are my stakeholders?
  + Avoid using names only; include a brief description of their function or the role they play in the acquisition process.
* What might be the stakeholders’ interests or concerns?
  + Consider role interests, like technical, program management, project management, etc.
* What will the stakeholders find challenging?
  + Consider technical functions, but be specific in what’s causing the challenge.
* What’s the stakeholders’ contribution to acquiring a digital service?
  + What role do stakeholders play in the acquisition process? Do they hold the purse strings? Are they decision-makers or influencers?

| **Understanding My Stakeholder Interests** | | | |
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| **Who are my stakeholders?** | **What might be the stakeholders’ interests or concerns?** | **What will the stakeholders find challenging?** | **What’s the stakeholders’ contribution to acquiring a digital service?** |
| Stakeholder 1: |  |  |  |
| Stakeholder 2: |  |  |  |
| Stakeholder 3: |  |  |  |
| Stakeholder 4: |  |  |  |
| Stakeholder 5: |  |  |  |

Review your stakeholder interests and challenges to prioritize those most likely to impact digital services acquisition at your agency. Organize your interests and challenges using the following symbols:

* Most significant potential assets to the project: use a plus sign +.
* Most significant potential risks to the project: use a minus sign -.
* Most significant potential challenges or roadblocks to the project: use an asterisk \*.

| **Preparing for Your Next Steps: Conversations with Stakeholders**  Identify the conversations you need to have with stakeholders and prepare for them using the template below. | | | |
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| **Conversation purpose and outcomes**  Why are you having the conversation? What are you trying to achieve? | **Potential assets, risks, or challenges** (from understanding my stakeholder interests) | | **Timeline**  When does the conversation need to happen to maintain your timeline? |
|  |  | |  |
| **Strategies I’ll use during this conversation** | | **Resources needed to support the conversation** | |
| *How I’ll open the conversation:*  *The topics, talking points, or strategies I’ll use during the conversation:*  *What success and next steps look like:* | |  | |