## Project Objectives

Provide background, link to strategic goals and other changes.

## Key Stakeholder Analysis

Identify the key stakeholders and:

Analyse their response to the change [eg what will be their main concerns/fear, where is there likely to be support for the change];

Identify their needs in terms of change management and consider the style of communication required [language style & level]; and

Identify the preferred media for communicating or consulting with them about the change [eg sessions involving dialogue about the changes, newsletters, briefings from project team members, frequently asked questions].

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| **LIKELIHOOD SCALE** | |
| **Descriptor** | **Description** |
| **Almost certain** | The event is expected to occur in most circumstances / commonly repeating / occurs weekly |
| **Likely** | The event will probably occur in most circumstances / known to occur / occurs monthly |
| **Possible** | The event might occur, say yearly / has a 1 in 20 chance of occurring |
| **Unlikely** | The event could occur at some time, say once in every 10 years / say 1 in 100 chance of occurring |
| **Rare** | Event may only occur in only exceptional circumstances / less than a 1% chance of occurring |