## Project Objectives

Provide background, link to strategic goals and other changes.

## Key Stakeholder Analysis

Identify the key stakeholders then:

* Analyse their response to the *change [e.g. 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*]
* Identify the preferred media for communicating or consulting with them about the change *[e.g. sessions involving dialogue about the changes, newsletters, briefings from project team members, frequently asked questions]*