

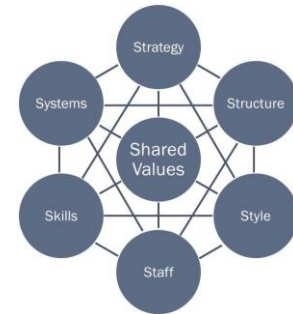
STAKEHOLDER IMPACT ASSESSMENT

Why is it used?

Conducting a stakeholder impact assessment can help to determine the level of impact from the change on the stakeholders you've identified. This can then support the development of strategies to support them through the transition, particularly when the overall change impact to a stakeholder group will be high.

Instructions:

1. **Identify Stakeholders:** Consider the stakeholders involved in your change initiative.
2. **Determine Impact:** Determine the nature of the impact of the change on each stakeholder/stakeholder group. Use the following questions to help understand the impacts better:
 - *What is the timeframe for the change initiative?*
 - *What is the amount of change overall (incremental or instant)?*
 - *What is the degree of technology change? What amount of process change will be required?*
 - *What is the scope of the change (team or organization)?*
 - *What is type of change (simple or complex)?*
 - *Are there role changes or restructuring required?*
 - *What is the perceived need for change?*
 - *What is the resource availability?*
 - *What are the possible unintended consequences of the change?*



Or use the elements of the McKinsey 7-S Model to consider the impact of the change.

3. **Assess Change Severity:** Then consider the severity of the change impact (High/Medium/Low) for the following:
 - *Complexity: an assessment of the impact of the change, the change activity, and the unintended consequences*
 - *Coverage: the percentage of people in this group that are impact by the change*
 - *Overall: combination of the complexity and coverage*
4. **Consolidate on worksheet:** Use to inform stakeholder engagement activities and communication strategies.

A Stakeholder Impact Assessment Worksheet has been provided in the toolkit.

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SAMPLE WORKSHEET

Stakeholder/ Stakeholder Group <i>List stakeholders</i>	What is the impact of the change?	Impact <i>Assess severity of impact (High/Medium/Low)</i>		
		Complexity of impact	Coverage of impact	Overall impact
<i>Example: Customer</i>	<i>Customer will experience a change to the website and may find it difficult to locate what they are looking for. This may lead to increased calls to IT support.</i>	<i>High</i>	<i>Low (10%)</i>	<i>Medium</i>