Questions to Consider for Stakeholders

* What is their level of interest in the project and/or test?
* What is their level of influence on the project and/or test?
* How involved do they want to be in the project? /What is their project contribution?
* What are their expectations for this project or test of change?
* What challenges do you predict might come up regarding this stakeholder?
* Initial reactions regarding this test?
* Prediction of success?
* Best communication method for specific group, role or person?

Use a ***PRIORITIZING MATRIX*** to organize where your stakeholders fit in your communication planning.

