

STAKEHOLDERS

STAKEHOLDER ANALYSIS	Strongly Against	Moderately Against	Neutral/ Undecided	Moderately Supportive	Strongly Supportive
Nursing		C			D
Physicians				C	D
Patient Care Associates			C		D
Medical Assistants					D
IT Department			C	D	
Human Resources			C	D	

1. Identify and list all stakeholders involved, or impacted
2. Assess and mark their current 'C' and desired 'D' levels of support and buy-in

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STAKEHOLDER INFLUENCE & COMMUNICATION	Objective(s)	Message(s)	Method	Timing	Who
Nursing <i>(Moderately Against to Strongly Supportive)</i>	Gain buy-in, trust, & understanding of the benefits of the proposed change.	Highlight how the change will improve patient care & streamline workflow – ensuring role is highlighted, respected, and valued.	In-person meetings with Nurses & Nursing Leadership followed by dept-wide presentations & open Q&A.	Initial meeting – early phase planning. Continued bi-weekly follow up and on milestones – pilot testing, before rollout	Project lead, Nursing Leadership, Identified champions in Nursing.
Physicians <i>(Moderately to Strongly)</i>	Encourage proactive engagement in the weight management initiative; demonstrate the importance of physician leadership in patient adherence.	Effective weight management can reduce comorbidities, enhance patient outcomes, and streamline care plans, making your role crucial in this effort.	Personalized emails followed by a small group discussion or grand rounds presentation.	Early in the initiative to set the tone, with follow-ups after data collection begins and prior to the first patient evaluations.	Chief Medical Officer, Project Lead, Champion Physicians.
Patient Care Associates <i>(Neutral to Strongly Supportive)</i>	Foster a supportive environment for patients; ensure understanding of the new protocols.	Your role in encouraging patients and reinforcing their progress is vital to the success of this program.	Training sessions during regular team meetings and supplemental materials like handouts or posters.	Initial training before the program starts, with ongoing reminders throughout the project.	Nursing Leadership, Project Coordinator, Champion PCAs, Project Lead.
Medical Assistants					
IT Department <i>(Neutral to Moderate)</i>					
Human Resources <i>(Neutral to Moderate)</i>					

Objectives: Define the purpose and goals of your communication with each stakeholder.

Messages: Craft key points to convey that align with the objectives.

Method: Choose the most effective way to deliver the message (e.g., meetings, emails, presentations, lunch, etc.).

Timing: Determine when the communication should occur (e.g., project milestones, regular intervals).

Who: Assign the person responsible for delivering the message.