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Stakeholder Assessment and Mapping Checklist

Use this checklist to identify, analyze, and engage stakeholders effectively during your change management initiatives. This document is designed to guide change managers, project teams, and organizational leaders through each step of the stakeholder mapping process.

Step 1: Identify Stakeholders

☐ List all individuals, teams, and groups impacted by the change initiative.

☐ Include executives, managers, employees, customers, vendors, and regulators.

☐ Confirm stakeholder list with project sponsors and team leads.

Step 2: Analyze Influence and Impact

☐ Place each stakeholder into an Influence vs. Impact matrix.

☐ High influence, high impact = critical stakeholders to prioritize.

☐ High influence, low impact = leverage as influencers.

☐ Low influence, high impact = ensure adequate support and training.

☐ Low influence, low impact = monitor as needed.

Step 3: Assess Stakeholder Attitudes and Readiness

☐ Collect data through surveys, interviews, or readiness assessments.

☐ Categorize each stakeholder as: supportive, neutral, resistant, or unaware.

☐ Document readiness scores or feedback.

Step 4: Develop Engagement and Communication Plans

☐ Create tailored communication strategies for each group.

☐ Assign communication owners (executives, managers, change champions).

☐ Provide training, toolkits, or FAQs where needed.

☐ Plan communication cadence (weekly updates, town halls, newsletters).

Step 5: Monitor and Adjust

☐ Revisit stakeholder mapping at key milestones.

☐ Track engagement, resistance, and support levels.

☐ Update communication strategies based on feedback.

☐ Share progress updates with the project team and sponsors.

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