



STEP 1: Define your project and objectives

SET YOUR GOALS

Which entity is executing this analysis?

Name the entity, the people involved in it and its relation to the overall organisation.

Which project have you defined for yourself?

Clear definition of the project/mission that you are using this analysis for.

How does this project fit in with the overall mission of your institution?

What is the relation of your project to the overall the mission of your organisation and how does it effect this overall mission?

Why do you need the support of other dual career stakeholders?

Name reasons and why this is important for you.

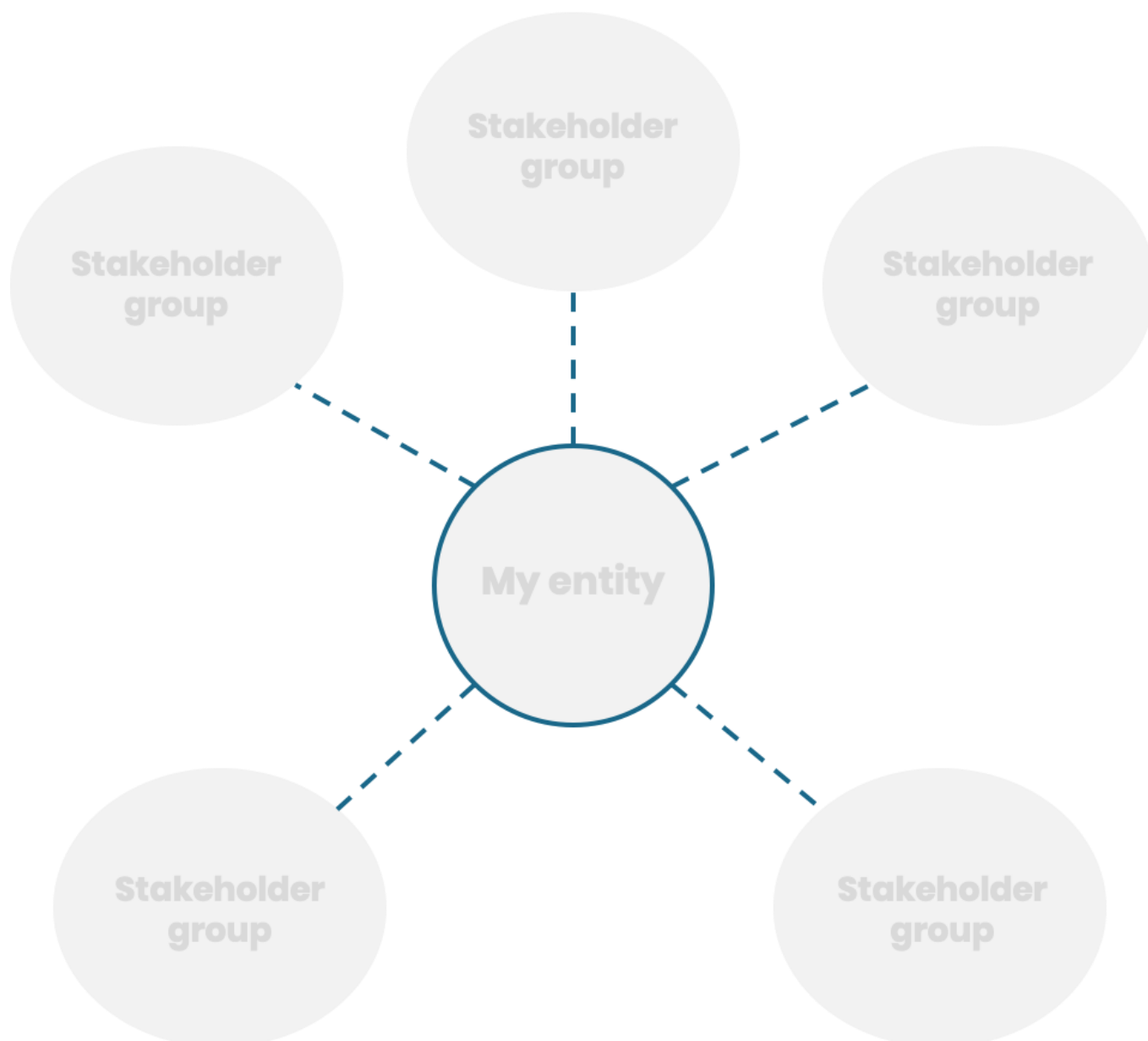
What is the goal you are aiming for with this project?

Make is SMART: Strategic, Measurable, Achievable, Relevant and Timely.





STEP 2: My dual career stakeholders





STEP 3: Prioritise your stakeholders

Use the Power/Interest Matrix (get your file in [Downloads](#)).





STEP 4: Understand your key stakeholders

GET TO KNOW YOUR STAKEHOLDER

Name: **Position:**

What is the background of this stakeholder?

Tasks, responsibilities, and positioning.

What are the needs & interests of this stakeholder?

Their interests in the project being conducted, financial & emotional interests.

What are the objectives/goals of this stakeholder?

How does the project fit with these objectives/goals?

Does the stakeholder currently have knowledge of the project or dual career mission?

If yes, what are their feelings towards it? Positive feelings, negative feelings, or undecided.





STEP 5: Communication plan

WHAT IS THE MESSAGE YOU WANT TO SHARE?

What needs to be considered when delivering this message?

How will the message be concise, tailored, relevant, simple, compelling & strategic, and memorable?

WHAT IS THE AIM OF COMMUNICATING THE MESSAGE?

What is the short-term aim?

What is the long-term aim?





WHO IS GOING TO DELIVER THE MESSAGE?

Name:

Position:

What is the current working relationship between the deliverer and the stakeholder?

E.g. Have they worked closely together before or have they never met?

HOW ARE THEY GOING TO COMMUNICATE THE MESSAGE?

What channel/s of communication and what tone will be used to convey the message?

What type of verbal or written communication will be used? Will the tone be serious, confident, emotional, etc.?

KEY ACTIONS TO TAKE

