

Stakeholder Reaction Assessment Worksheet

This form should be completed during the preplanning phase for those stakeholders you know about. You may need to add information during an event to help you with those stakeholders that may be specific to the type of crisis you are experiencing.

Stakeholder group: _____

Importance (1-5): _____ Severity of likely reaction (1-5): _____

Position: ☐ Advocate ☐ Adversary ☐ Ambivalent

1. Significance of this stakeholder group?
2. Likely Initial Reaction?
3. Turning point?
4. What would cause them to change their position?
5. Key message(s):

6. Key contacts:

Name	Title	Phone/E mail

7. Opportunities for feedback?

Stakeholder Group: _____ **(Continued)**

8. Strategies to inform/involve stakeholders?

9. Strategies to help keep them from getting involved (satisfy needs early)?

10. Products to provide:

11. Contact Updates:

Date	Contact Made With	Method of Contact	Contact Made By