

Stake holder analysis and communication plan

A stake holder analysis identifies all the people/groups who may have an interest in the transformation, this interest may be of varying levels, and the power/influence the stakeholder may have in relation to the transformation. Undertaking a stakeholder analysis will help focus the mind on why you are undertaking the transformation and who it is going to impact.

The easiest way to identify your stakeholders might be to consider the 6 Cs:

- **Commissioners** – those who pay the organisation to provide services.
- **Customers** – those who use the organisation's products/ services
- **Collaborators** – those who work with the organisations to develop and deliver the product/service
- **Contributors** – those from who the organisation receives/buys something
- **Channels**- those who provide the organisation with a route to the customer
- **Commentators** – those whose opinions of the organisation are heard by customers and others.

