**Spread and Sustaining Change-Audience Communication Assessment Template**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Stakeholder or Group | Description of stakeholder or group | Criticality to success (1-5) | How the change affects this audience | Effort required to change (1-5) | Concerns/issues (what this audience needs) | Degree of Commitment(- 0 +) |
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1=Low 5=High Adapted from: The Heart of Change Field Guide Dan S. Cohen

**Spread and Sustaining Change-Audience Prioritization Matrix**

5

4

3

2

1

Criticality to success

|  |  |
| --- | --- |
| Maintain confidence | Woo and win |
| Monitor and respond | Keep informed |

1 2 3 4 5

 Effort to change

Adapted from: The Heart of Change Field Guide Dan S. Cohen

**Spread and Sustaining Change-Communication Action Plan Template**

|  |  |  |
| --- | --- | --- |
|  | Responsibility (who?) |  |
| Communication/action | Key messages/ details | Audience targeted | Due date | Channels or methods | Develop | Review/approve | Deliver | Status |
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