

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 +)

1=Low 5=High

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

Spread and Sustaining Change-Audience Prioritization Matrix



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

Spread and Sustaining Change-Communication Action Plan Template

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

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