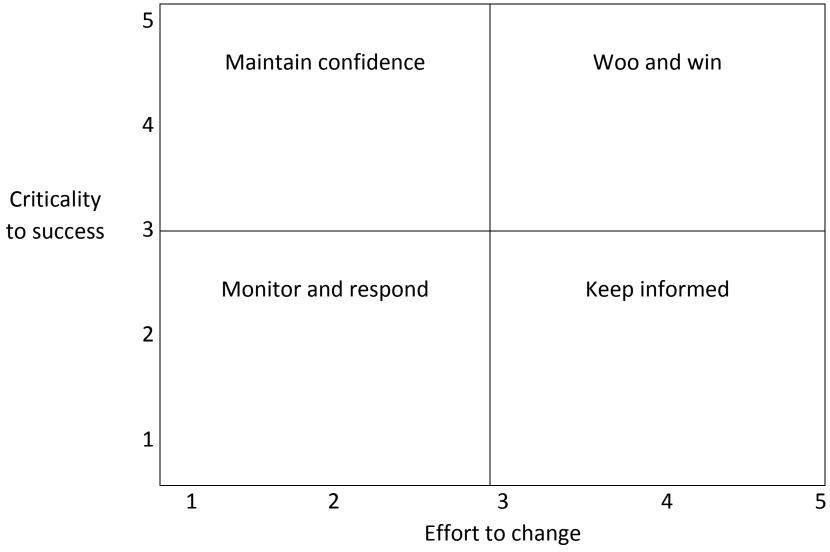
## **Spread and Sustaining Change-Audience Communication Assessment Template**

Stakeholder or Group	Description of stakeholder or group	Criticality to success (1-5)	How the change affects this audience	re affects Effort Concerns/issues (what this nce required to change (1-5)		Degree of Commitment (- 0 +)	
	-						

## **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**

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

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