



SAY.....DO.....FEEL.....THINK

Understanding The Views of Stakeholders

Often small business and larger organisations launch into projects with a clear action plan. Outcomes and measures may also be in place with statistical targets set for certain dates.

This tool provides support in securing agreement to the vision and in understanding the views of stakeholders. You can use the tool to imagine how a project may look in 1, 3 and 5 years time. Start by identifying the stakeholders and working with each group write the response to each of the questions: In X years time, what do we want (stakeholder) to be saying, doing, thinking and feeling?

Key messages can be captured and used as a reference when collecting evidence against any planned targets.

**In 'x' years time
what do we want
this stakeholder
to**

Think	Feel
Say	Do