



STAKEHOLDER BUY-IN

Checklist

1. Identify your stakeholders.
2. Divide your stakeholders into groups by role.
3. Fill out the stakeholder expectations worksheet to create a tailored message for each group.
4. Communicate the tailored messages to each stakeholder group, repeatedly.
5. Brainstorm indicators that will track the implementation's progress.
6. Choose 3-5 indicators to report out to each group.
7. Set targets for the indicators you chose.
8. Brainstorm ways to report on indicator progress in a visible way.
9. Decide how to report indicator progress to each stakeholder group.*
10. Brainstorm ways to incentivize progress and celebrate success.
11. Decide how to incentivize progress and celebrate success for indicator milestones.*
12. Seek and welcome feedback from all stakeholders.

*Follow through on these decisions throughout your implementation.