

Stakeholder profile

Stakeholder profile is a model for the characterization of target groups, in order to align communication and other measures to it. This happens through an open classification of the target groups with the four areas of the model.

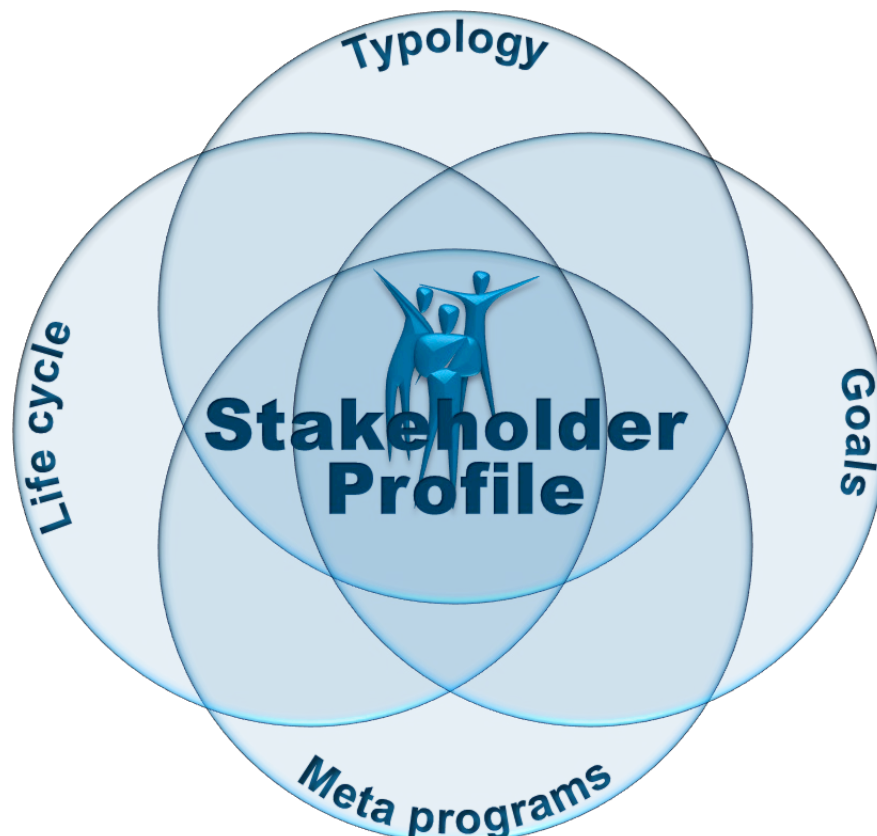
Use the model for

- improving cooperation in the team,
- adapting coordination measures to stakeholder and
- performing target group-oriented communication measures.

In teams, joint development of stakeholder profiles is basis for effective, focused teamwork, since all participants will presuppose the same or at least a similar understanding concerning the target group. The characterization uses pictures, role models, form-free descriptions or structured profiles. This model offers the essential structure for a holistic profile.

During profiling of the target group, it should always be considered that the stakeholder profile provides just an impression of the target group. As a map is not the territory, the stakeholder profile is not the target group or a target group member. For this reason target groups should be continuously observed, in order to improve the profile again and again due to new impressions.

Stakeholder profile is divided into four areas: typology, life cycle, goals and metaprograms.



From the stakeholder profile arise intuitively strategies for action. Example is a target group with the characteristics of a vendor, with visions, goal mode being, that is growing, wants to influence, focuses on the whole, is interested in humans, decides spontaneously, is mainly visually oriented, and shares information openly. This target group should be approached with a sales oriented language, future orientation, various visualization, few details, status perspectives, a general direction, short-term planning opportunities and generous information exchange.



Stakeholder description

Use the following classification intuitively, in order to derive measures for the improvement of your relationship with the stakeholder.

Typology: Select from the following ranges the typology, which fits best for your Stakeholder.

- Business type: Developer, Producer, Vendor, Administrator
- Change perspective: Vision, Action, Logic
- Goal mode: Doing, Being, Having

Which consequences result from this classification?

Life cycle: In what phase is your Stakeholder?

- Growth, Decision, Routine, Dissolution, Latency (undefined)

Which consequences result from this classification?

Goals: Which goals pursue your stakeholder?

Metaprograms: Which attributes determine the perception, communication and behavior of your target group?

- Chunk size (World view): Macro (general), micro (detailed)
- Interests (Focus on...): People, Things, Time, Locations, Processes
- Planning style (Work style): systematically, spontaneously
- Representation style (perception channel): visually, auditory, kinesthetic
- Communication style: verbal, non verbal

Which consequences result from this classification?

For more space please use additional sheets.



Measures

Derive specific measures from the change dynamic. Specify a title and describe the measures spontaneously.

Title: Description:	<input type="checkbox"/> Quick-win <input type="checkbox"/> Project <input type="checkbox"/> Major project
	<input type="checkbox"/> Strategic <input type="checkbox"/> Large benefits <input type="checkbox"/> Improvement
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Determine the type of measure (Quick-win, project, big project) and the category of benefit (strategic, large benefits, improvement). Make multiple copies of this page and collect ALL measures that come to your mind. Eventually prioritize and start with 5plusminus2 activities. Every idea improves.