

Stakeholder Identification Guide

Designing a perfect product or service relies heavily on the audience you are selling to. However, the importance of stakeholder identification doesn't end there. Even after establishing product-market fit, communicating successfully means appreciating the perspectives, pain points and motivators of those you speak to. Essentially, before you design your service, and certainly before you market it, you must intimately understand your audience.

Check out our *3-6-APPLY* approach to identifying your audience and the message they want to hear:

3 Goals

Whether at the threshold of your launch or early in your discovery, goal setting is a critical part of the strategy. Choose 3 business goals and identify whether they're short or long term. Consider how communication plays a role in accomplishing your goals.

Goal 1 short-term / long-term

Goal 2 short-term / long-term

Goal 3 short-term / long-term

6 Ways to Meet Your Stakeholders

Fill in the chart. Consider how communication with each stakeholder can hinder or support your goals. Remember, your audience comes first.

Stakeholder Category	Their Interest	Adoption Hesitancy	Language to Include	Language to Avoid	Preferred Marketing Tactic

Apply

With a solid understanding of your stakeholders, it's time to build your messaging strategy and communication plan. *Apply* the information listed above to the development of concise messaging and compelling story-telling.

Need some help? Reach out at Jessica@jessicaovadia.com

