Introduction to the Stakeholder Communication Questionnaire Template

The Stakeholder Communication Questionnaire is used to assess what Stakeholder groups are feeling about the change initiative, what they need and want to know, and how they prefer to receive information. The questionnaire assists the OCM Practitioner in determining communication messages, delivery channels, and preferred senders for different Stakeholder groups.

Instructions and descriptions are provided to help the reader understand each section’s purpose and how to complete it.

Template style conventions are as follows:

| Style | Convention |
| --- | --- |
| Normal text | Indicates placeholder text that can be used for any project. |
| [Instructional text in brackets] | [Indicates text that is be replaced/edited/deleted by the user] |
| *Example text in italics* | *Indicates text that might be replaced/edited/deleted by the user* |

As you complete the template, please remember to delete all instructional text (including this section) and update the following items, as applicable:

* title page
* version history
* table of contents
* headers
* footers

Update the document to a minor version (e.g., 1.1, 1.2) when minimal changes are made and a major version (e.g., 2.0, 3.0) when significant changes are made.

Stakeholder Communication Questionnaire

[The Stakeholder Communication Questionnaire is designed to be completed by representative populations from each Stakeholder group. Representative Stakeholder group populations should be identified based on the OCM Practitioner’s knowledge of the project and the organization. The survey may be posed to Stakeholders as a self-assessment or with a facilitator. The questionnaire should be prefaced with the purpose of the survey, the confidentiality of the results, and the amount of time it is expected to take.

Complete each section below by entering the necessary information regarding Stakeholder background information, general project information, communication about the project, and additional feedback.]

# Background Information

[In the table below, enter the date the survey is completed, the name of the Stakeholder, and the Stakeholder’s title, organization, and department.]

| Background Information | |
| --- | --- |
| Date: | [Identify the date the survey is administered] |
| Name of Participant: | [Identify the Stakeholder being surveyed] |
| Title: | [Identify the title of the Stakeholder being surveyed] |
| Organization / Department: | [Identify the organization and department of the Stakeholder being surveyed] |

# General Project Information

[In the table below, have the Stakeholder participant respond to the questions listed.]

| General Project Information | |
| --- | --- |
| 1. Are you familiar with [name of project]? | [Enter response] |
| 1. If yes, what do you know about the current status of the project? | [Enter response] |
| 1. What are your general feelings about [name of project]? | [Enter response] |
| 1. What is one thing you’d like to know more about [name of project]? | [Enter response] |

# Project Communications

[In the table below, have the Stakeholder participant respond to the questions listed.]

| Project Communications | |
| --- | --- |
| 1. How do people in your office generally find out about things that are happening at [name of organization]? Name the top three communication vehicles | [Enter response] |
| 1. What would be the most effective way to distribute communicate information about [name of project] to people in your office? | [Enter response] |
| 1. Is there a means of communication for [name of project] that would definitely not work? | [Enter response] |
| 1. How often would you like to receive updates on [name of project]? | [Enter response] |

## Additional Comments

[In the table below, have the Stakeholder participant respond to the question listed.]

| Additional Comments | |
| --- | --- |
| 1. Is there anything else about [name of project] you’d like to comment on? | [Enter response] |