

Because they value...

A Stakeholder Values Worksheet

Use this worksheet to develop strategies for communicating with stakeholders effectively. By tuning into what your stakeholders care about, you will demonstrate awareness of their needs and feel more confident about your interactions with them.

How to use this worksheet

Identify the stakeholders you want to focus on and place their names in the boxes below. Focusing on one stakeholder at a time, list the top three things they value most. Lastly, come up with an idea to address each value with a concrete action.

Stakeholder Name

Don Draper

Because they value...

Getting to the point

Privacy

Vision

I will...

Keep comms short

No personal questions or chit-chat

Focus on big ideas, not details

Example

Stakeholder Name

Because they value...

I will...

Stakeholder Name

Because they value...

I will...

Stakeholder Name

Because they value...

I will...



If you would like to share feedback or receive help with this worksheet, get in touch at coaching@witten.kim. Or visit witten.kim for info on coaching