



Purpose

This tool guides K-12 leaders in identifying stakeholders, planning and documenting engagement, and using stakeholder perspectives to strengthen a school-based effort.

PART I

IDENTIFYING KEY STAKEHOLDERS

1. What effort is your team planning to implement that would benefit from the support of others?

2. Which stakeholders will be impacted, either directly or indirectly, by the implementation of this effort?

A

B

C

D

PART II

STAKEHOLDER PERSPECTIVES

Complete the table below by listing all stakeholders. For each stakeholder group, identify their key priorities and concerns.

Stakeholder Role (Parents, teachers, community members, etc.)	Priorities What is important to this stakeholder group?	Concerns What concerns might this stakeholder group have about this effort?



**PART
III**

ENGAGING STAKEHOLDERS IN ACTION

Refer to the table on the previous page and use this section to identify team members' roles and responsibilities. Identify how this role will leverage their strengths.

- **Column 1:** List the stakeholder groups identified above.
- **Column 2:** How will you communicate with this stakeholder group: email, group meeting, one-on-one interaction, etc.?
- **Column 3:** How will you frame your conversations with this stakeholder group in a way that aligns with their priorities and addresses their concerns?
- **Column 4:** What will you ask the stakeholder group to do as a result of your communication? In what ways can this stakeholder group support the implementation effort?

Stakeholder Group	Mode of Communication	Addressing Priorities and Concerns	Call to Action

**PART
IV****REFLECTION**

Complete the following reflection questions after the effort or initiative you are communicating about has taken place.

1. How effective were you at crafting messages that align with key stakeholder's priorities and concerns? What evidence supports your effectiveness claims?

2. In what ways did the stakeholders support implementation efforts? Articulate concrete action steps that they took.

3. What will your team do differently the next time you engage with these stakeholders about an implementation effort?

4. What successes will the team build on as you move forward with implementation of this effort?