

## Key Influencer Interviews

### *Purpose*

Provide a vehicle early in the project that allows key influencers to provide valuable insight to the project team and influence the development and implementation of change management activities.

### *Directions*

- Introductions
- Describe Project and Project Goals at a high level
- Define purpose of discussion

### *Interview Background*

- Project:
- Sponsor Name:
- Position:
- Interviewer:
- Date:

### *Interview Questions*

1. How would you define the problem we are planning to tackle as it relates to Project X?
2. What is the impact of the problem to your area of responsibility?
3. What success measures would you use for Project X?
4. What goals or objectives do you have or will you have related to Project X?
5. What ideas do you have in terms of what could be contributing to the problem?
6. What concerns or anticipated obstacles do you have related to achieving the desired state?
7. What suggestions do you have for overcoming those concerns / obstacles?
8. What are the other key initiatives in your area currently underway or planned that might compete for time/attention?
9. In terms of significance, where does Project X fall in your list of key initiatives?
10. How would you like to receive updates on the progress of this project?

## Key Influencer Plan

### *Purpose*

Develop & implement a plan to keep key influencers informed of the project's progress. It also provides a mechanism for periodic "check ins" with key influencers to share information about the project, and to seek advice/assistance with project work.

### *Suggestions*

1. Use the "Key Stakeholders Roles" spreadsheet to identify:
  - Relationship owners
  - Key concerns
  - Concerns
  - Motivation
  - Engagement tactics & key messages
2. Define current month plans for engaging stakeholders
3. Review plans with relationship owner
4. Check/adjust each month

