



Stakeholder Group	Perceived Benefits	Changes	Perceived	Perceived Commitment (current & require		uired)		
or individual	(or disbenefits)	Needed	Resistance	Anti	None	Allow it to happen	Help it happen	Make it happen
Programme Managers	Easier management of pipeline	Involve in process redesign	Increase workload			С	R	
HR Representative	Achieve recruitment targets	Support for recruitment campaigns	Increase workload		С	R		
Existing Consultants	Improved utilisation & reputation.	Time allowance to work on contributions	Time & effort			С		R
Account Sales Teams	More sales, more commission.	None	None				R	

	Basic Decision Style	Solves Problems	Method of Thinking	Presentation Style
Decision Styles	Directive	Rules and policies Focused Terse,		Terse, bottom-line
Inventory ?	Analytical	Analysis and insight	Logical	Detailed, much information/data
	Conceptual	Intuition and judgment	Creative	Big picture, multiple scenarios, effects on stakeholders
	Behavioural	Feeling and instinct	Emotional	Detailed with attention to change-management aspects

# **CUSTOMER**

## **Creating the EA core diagrams**

**Know your** 

audience

Hope is not a strategy!

## **PRESENTATION**

Integration

**Of Evidence** 

To seek out and encompass all

**Documentation** 

Credibility depends on quality and integrity.

Reference & describe sources.

Name authors and sponsors.

Clear agendas.

Label scales.

### Multivariate Analysis

The human brain has evolved to handle complex situations with multiple dimensions.

Integrate time, activity, priority, cost, function, etc

relevant forms of evidence regardless of type. Integrate the diagrams, text, tables, images and charts to form a coherent argument.

Complex ideas communicated with clarity, precision, and

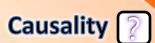
efficiency.

Edward Tufte

"Analytical presentations
ultimately stand or fall depending
on the quality, relevance and integrity
of their content."

The most effective way to improve a presentation is get better content.

Content counts most of all



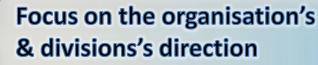
Correctly identify cause and effect.

Define the sequence of changes to deliver the required benefits and the dependencies between contributing factors.

### Comparisons

Show comparisons, contrasts & differences.
What are the changes over time, cost,
revenue, effort etc

Pander to the audience

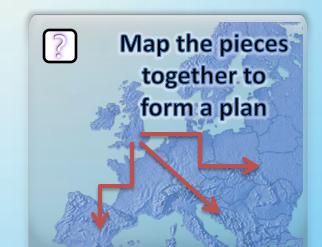


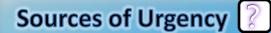


## NEEDS

#### **Identifiable Benefits**

Identini	able bell	Circs	
Degree of Explicitness	Do New Things	Do Things Better	Stop Doing Things
Financial			
Quantifiable			
Measurable			
Observable			







Obsolescence Regulation Seasonality New Products Personal Goals

