


### Stakeholder Analysis

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

Decision Styles Inventory



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

**CONTENT**

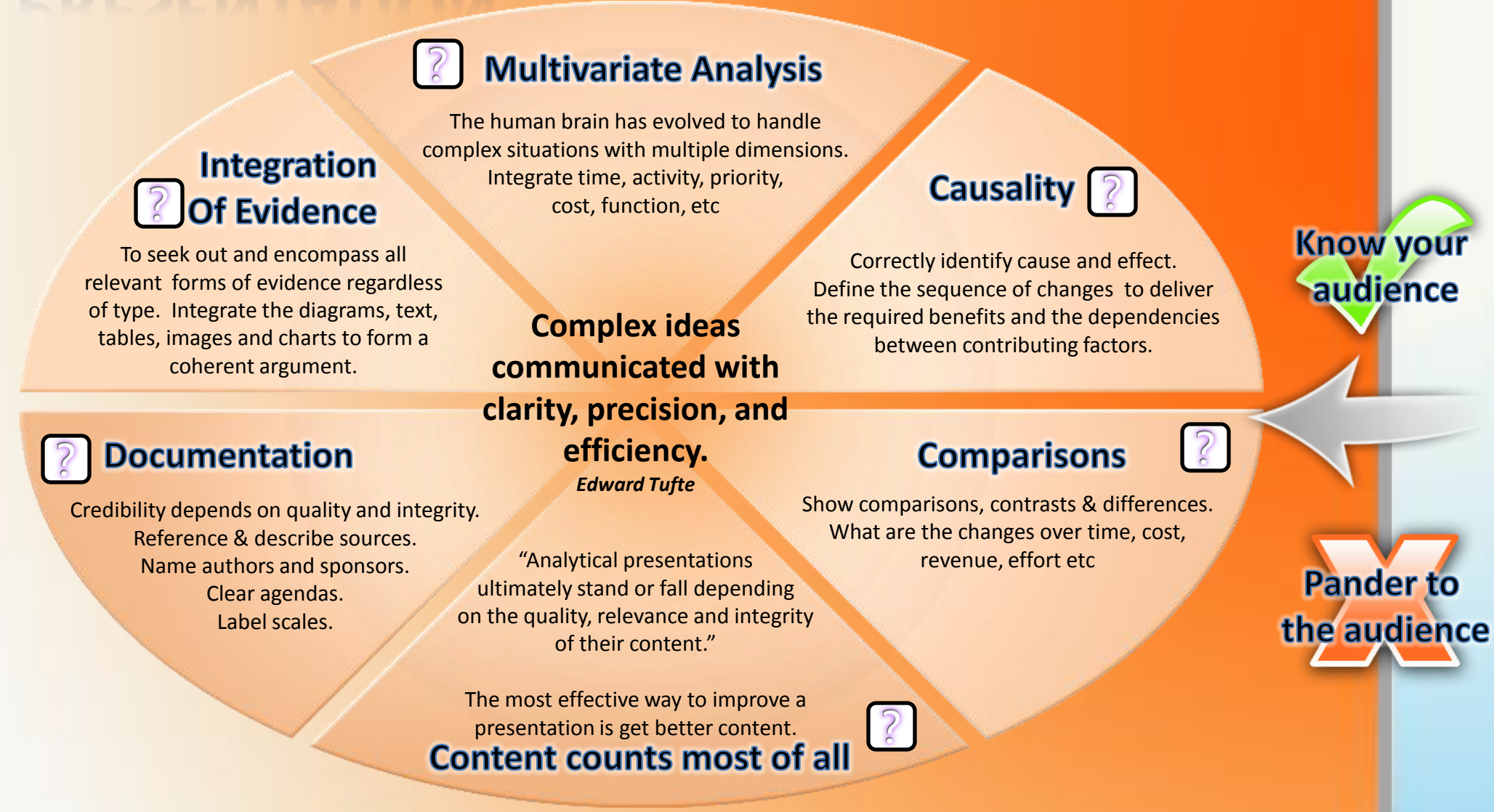
**CUSTOMER**

## Creating the EA core diagrams

Hope is not a strategy!

**PRESENTATION**

**NEEDS**



### Identifiable Benefits

Degree of Explicitness	Do New Things	Do Things Better	Stop Doing Things
Financial			
Quantifiable			
Measurable			
Observable			

