# Engage Key Influencer Template

The project team seeks your insight to the project’s objectives to understand specifics about your team (Location? Organization?) to ensure the project is successfully adopted there.

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| --- | --- |
| Name / Title |  |
| Project point of contact |  |
| Type of updates, frequency |  |
| Key people to engage |  |

# Key Influencer Background

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| --- | --- |
| Key Influencer’s background with |  |
| Years of service |  |
| Their experience with change projects at |  |
| Do you have prior experience with a similar change effort that might offer insight for this project? |  |
| *How have they managed resistance to change efforts in the past?* |  |
| *At a high level, what do they see as the greatest risks and obstacles for this project (people, process, technology)?* |  |

# Key Influencer Interview

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

# Key Influencer Plan

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| --- | --- |
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| CONCERNS | ACTION | TIMING |
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