**Personal Agility Stakeholder Canvas**

| Why? | Who? | Desired Outcome |
|---|---|---|
| **4. Challenges and Impediments**<br><br>What are the main challenges to achieving these goals or desired outcome? | **1. Stakeholder**<br><br>Note and if necessary confirm the person's Name, Function, Contact Details | **7. Definition of Awesome**<br><br>If I could snap my fingers, and all your wishes came true on this project, what would that look like? |
| **5. Risks, Concerns, Fears**<br><br>What are your biggest concerns about achieving these goals? | **3. What really matters?**<br><br>At the end of the day, what is most essential? | **8. Support**<br><br>How can I/we support you to make this come true? |
| **6. Frustrations**<br><br>What causes you to bang your head against the wall? | **2. Goals or Objectives**<br><br>What do you want to achieve through this project or collaboration? | **9. What's next?**<br><br>What is the next thing that you need to do for this stakeholder (follow-up)? |

**How to use the Personal Agility Stakeholder Canvas**

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Use this canvas to guide your conversations with your stakeholders about your collaboration or the product you/they want to create. Your goal is to understand and build a rapport with your stakeholders. I suggest planning 30 to 60 minutes for the interview.

Coaching questions can be helpful to elicit better, more complete answers, e.g. "Is there anything else." or "Let me read this back to you; have I understood you correctly?" Sometimes it is helpful to vary how you formulate the question, so that it resonates better with your interview partner.

Ask the questions in the numbered order. Start with Column 2, "Who." Who are you talking to? What do they want to achieve? What really matters? Then go on to column 1, "Why?" - this is about understanding the human context of the project.

Then go on to column 3, Desired Outcome. Here you are trying to get your interview partner to imagine the best possible outcome.

You goal is to design your package, activities or collaboration to help your stakeholders master their challenges, reduce their fears and eliminate their frustrations to achieve their optimal outcome. You are trying to show that you understand them and their outcome and that you are focused on making that happen for them.

You may find it useful, after interview partner has answered each question to answer the question yourself. They can understand you as well as you understand them.

Use the following as a script to lead your partner through the interview:

**Introduction:**

As you know, we are working to do _____. Beyond that, my goal is create an effective partnership between us, so that we can work together effectively with a minimum of frictions. I want to focus on doing great things for you and your customers. To that end, I would like to understand you, your goals and your perspective.

**Who?**

1. Stakeholder - Note and if necessary confirm the person's Note and if necessary confirm the person's Name, Function, Contact Details

2. Goals or Objectives - What do you want to achieve through this project or collaboration?

3. What really matters? - When push comes to shove, what is most essential?

**Why?**

4. Challenges and Impediments - What are the main challenges to achieving your goals or desired outcome?

5. Risks, Concerns, Fears - What concerns you about achieving your goals?

6. Frustrations - What causes you to bang your head against the wall?

**Outcomes**

7. Definition of Awesome - If I could snap my fingers, and all your wishes came true on this project, what would that look like?

8. Support - How can I/we support you to make this come true?

9. What's next? - What is the next thing that you need to do for this stakeholder (follow-up)?

**What to do with the results?**

Especially when dealing with a large number of stakeholders, look for patterns and similarities. Or glaring differences. Use the information gleaned to guide your colloboration and/or the definition of your products and services.

A stakeholder (or the enitity they represent) can become a column in your forces map. The top card should contain:

- A picture or icon of the stakeholder
- Their perspective on what really matters
- Their definition of awesome

Invidual cards might correspond to specifc goals, features or tasks to help them achieve their 'awesome' state.