

PAS Stakeholder Canvas

Address the topics in order. Follow the numbered flow. Sample questions are for your inspiration.
 Conclude each section by reading back the stakeholder's answers and confirming, *Have I understood you correctly?*
 Recommended duration 45 min to 1 hour. Interview stakeholders individually. Identify later what they agree on!



1a. Stakeholder	2. Main Goals or Objectives	8. What really matters?
Note and if necessary, confirm the person's Name, Function, Contact Details	Why are we here? (Interviewer: explain your goal with the interview)	(Based on questions 2-7, create a draft of what really matters, then confirm what you learned)
1b. Interviewer / Date	What do you want to achieve through this project or collaboration?	At the end of the day, what is most essential?
Have you discussed: <input type="checkbox"/> Why you are doing the interview <input type="checkbox"/> Confidentiality <input type="checkbox"/> How the information will be used		If I understood you correctly, these are the most essential points to our success... Have I understood you correctly? Is this list correct? Have I missed something important? Is there anything else?
3. Challenges and Impediments	4. Risks, Concerns, Fears	5. Frustrations
What is making this hard to do? What are the main challenges to achieving these goals or desired outcome? What are the technical or functional issues? What are the organizational issues?	What are your biggest concerns about achieving these goals? What could go wrong? What are you afraid of? What gives you stomach aches? What make you lose sleep at night?	What causes you the most frustration on this endeavor? What causes you to bang your head against the wall? What recurring problems keep coming up? Where do you see cooperation issues?
6. Definition of Awesome	7. Support	9. Next Steps / What's next?
Imagine that a miracle happens overnight, and you wake up to see all your wishes came true on this project. What does it look like? How does the project/collaboration work now? What is the best possible outcome? What is your definition of awesome?	How can I/we support you to make this come true? What issues can I help you address? Who can help? Who else shares your perspective?	Here is what to expect next... (if you know the answer) What are possible next steps? What would helpful at this point?