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**Stakeholder Personas**

|  |  |  |
| --- | --- | --- |
| Stakeholder name: | | |
| Characteristics | Organizational role  Role within the project  Reporting structure |  |
| Support | Current level of support  Desired level of support |  |
| Motivations | Top organizational priorities  WIIFM  Positive impacts of the project |  |
| Barriers | Uncertainties  Negative impacts of the project |  |
| Communication Preferences | Project communication needs  Current communication methods |  |