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**Stakeholder Personas**

|  |
| --- |
| Stakeholder name: |
| Characteristics | Organizational roleRole within the projectReporting structure |  |
| Support | Current level of supportDesired level of support |  |
| Motivations | Top organizational prioritiesWIIFMPositive impacts of the project |  |
| Barriers | UncertaintiesNegative impacts of the project |  |
| Communication Preferences | Project communication needsCurrent communication methods |  |