Developing a Guiding Coalition for Change

Key Questions/Considerations

1. Who needs to be included to drive the change?
2. Who are the key stakeholders who have vested interests or concerns about this change? List them in one of the four categories below:



1. Which stakeholders will experience benefits from the change? What benefits?
2. Which stakeholders will experience burdens from the change? What burdens?
3. Are any stakeholders likely to change their position or attitude toward the change? Who needs to be sold on why the change is needed?
4. How much power and influence does each stakeholder have in their organization?
5. What leadership and influence will it take to influence the stakeholders to support the change?
6. How will the change add value for the stakeholders and consumers?
7. What will people do differently as a result of the change?
8. Who will be the key communicator of the vision for this change?
9. Identify the driving forces (issues, structures, people, and practices) which can support the change and determine how to maximize these forces.
10. Identify the restraining forces which will act against the change and determine how to minimize them.