### Change management - stakeholder empathy map template

|  |  |
| --- | --- |
| **What my stakeholder says**  What is their attitude?  What have we heard them say?  What can we imagine them saying? | **What my stakeholder thinks**  What really matters to them?  What occupies their thoughts?  What are their worries and aspirations? |
|  | **Stakeholder** |
| **What my stakeholder does**  What do they do today?  What behaviour have we observed?  What can we imagine them doing? | **What my stakeholder feels**  What are the positive and negatives of their thoughts?  How do they feel? Frightened? Excited? Anxious? |
|  |  |