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Step 4 Worksheet: Identifying Priority Audiences

Tasks	Prompts	Your Notes
Identify potential allies among beneficiaries of the proposed policy	<ul style="list-style-type: none"> • Which people are most likely to benefit from your policy? • Which of these is likely to actively support it? 	
Identify allies among stakeholder groups	<ul style="list-style-type: none"> • Which organizations or groups are most likely to benefit from your policy? • Which of these is likely to actively support it? 	
Identify allies among decision makers	<ul style="list-style-type: none"> • Which decision makers are most likely to benefit from your policy? • Which of these is likely to actively support it? 	
Identify people/groups likely to resist the policy change.	<p>Among those affected by the policy:</p> <ul style="list-style-type: none"> • Which is most likely to be threatened by your policy? • Which of these people/group(s) might be persuaded to support or take a more neutral stance? • Which of these people/group(s) would have the greatest impact on success if persuaded to change positions on the initiative? 	

Identify potential opponents among stakeholder groups.	<p>Among stakeholders:</p> <ul style="list-style-type: none"> • Which is most likely to be threatened by your policy? • Which of these groups might be persuaded to support or take a more neutral stance? • Which of these people/group(s) would have the greatest impact on success if persuaded to change positions on the initiative? 	
Identify potential opponents among decision makers.	<p>Among decision makers:</p> <ul style="list-style-type: none"> • Which is most likely to be threatened by your policy? • Which of these groups might be persuaded to support or take a more neutral stance? • Which of these decision makers would have the greatest impact on success if persuaded to change positions on the initiative? 	
Identify coalition members who have access to and rapport with key individuals and groups	<p>Which coalition members has the ability to talk with members of the priority groups selected for:</p> <ul style="list-style-type: none"> • Beneficiaries • Stakeholders • Decision makers 	