Purpose

The Stakeholder Survey is conducted to measure people change readiness. Outcomes of the surveys inform the action plans developed by the OCM team to help ensure that the people impacted by an impending change are fully prepared for the change.

Use this Stakeholder Survey template to form your survey for distribution.
Use output from the survey to complete the Stakeholder Analysis

Questions

Questions for stakeholder response should align with people Target Areas:
  Aware – stakeholders know about the change and why the need for change
  Supportive – stakeholders are willing to participate in the change
  Capable – stakeholders have know-how and skills for the change
  Adapted – stakeholders are using processes and tools of the change

Keep it brief: Limit 2 - 3 questions per Target Area

Note that the initial survey may focus primarily on Aware and Supportive, later Surveys, for example after Training, may expand to include Capable. As such earlier surveys may have more questions per target area. However, for all surveys it is reccommended not to exceed 12 questions

Scale

The scale uses words to ease understanding in selection. The choices align with numbers to facilitate scoring.
  0 - Strongly Disagree
  1 - Disagree
  2 - Neutral
  3 - Agree
  4 - Strongly Agree

Considerations

Make the survey anonymous to encourage high levels of participation (e.g. survey monkey).
When sending to multiple stakeholder groups, include a question to identify the groups and align survey responses for analysis per group.
Choose a survey tool that is easily accessible by the target stakeholder groups, allows for pulling reports and can download raw data for further analysis.
Plan the number and timing of surveys with consideration to other program and project OCM activities that require stakeholder attention. This will help to avoid stakeholder fatigue which could lead to lower levels of participation.
Plan to conduct the Stakeholder Survey at least twice: once to establish a baseline and again to determine if OCM actions have moved people to a higher level of readiness.
 If multiple surveys are needed, leverage a sampling approach (i.e. a subset of each stakeholder group) to avoid burdening stakeholders with repetitive questioning.
Work with the Program OCM Lead to have the survey distributed to the target stakeholder groups.

Completed By

This template is completed by the Project OCM Lead

Completed When

This template is completed during the ***2. Conduct Stakeholder Analysis*** phase of the OCM Standards which aligns with FXPLC phase ***Initiation, Concept, & Planning***

Stakeholder Survey [*project name*]

[project description - include a high level description of the project]

Sample Questions	Target Area (informational only, do not display)
I have heard about the change	Aware
I understand why the change is happening	Aware
I understand the nature of the change and its impact on me, my work, my group and the Agency	Aware
I am supportive of the change	Supportive
I'm personally motivated to be part of the change	Supportive
I understand the impact that the change will have on my behaviors, processes, tools and workflows	Capable
I have been able to practice the relevant changes to my behaviors, processes, tools and workflows	Capable
I have implemented the change in how I do my job	Adapted
I have an outlet for support and feed-back on the change	Adapted