

StakeholderIDSM Assessment Tool

About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for 95 years. Providing a broad range of services in strategy, operations, organization and change, information technology, systems engineering, and program management, Booz Allen is committed to delivering results that endure.

For more information contact

Maria Darby

Officer
703/902-4670
darby_maria@bah.com

Grant McLaughlin

Principal
703/917-2055
mclaughlin_grant@bah.com

Dennis Murphy

Principal
703/377-7682
murphy_dennis@bah.com

www.boozallen.com

Before implementing a large-scale change, wouldn't it be ideal to know where your stakeholders stand? If you knew stakeholders were aware and supportive of a change, you would reach out to them differently than you would to unaware or unsupportive stakeholders. Knowing the attitudes of your various stakeholder groups can help you develop strategies that create the buy-in pivotal to organizational improvement and agency success.

Booz Allen can help you be ready for what's next

Booz Allen Hamilton, a leading strategy and technology consulting firm, has developed a proprietary solution to this stakeholder attitude quandary. Leveraging our long history of helping clients across the public sector with their diverse requirements, our technical professionals will help your organization implement and maximize our stakeholder assessment tool—StakeholderIDSM.

The StakeholderIDSM approach

Benefits

StakeholderIDSM is an assessment tool for understanding stakeholders' attitudes regarding changes in an organization's strategy, structure, operations, or technologies. The tool allows for a quick assessment of stakeholder support and awareness, creating an important springboard to begin targeted messaging and strategic communications outreach. StakeholderIDSM is a quick and efficient way to gather information from any stakeholder group. It provides leaders with a first look, or snapshot, that identifies stakeholder advocates and opponents, allowing organizations to:

- Prioritize key stakeholders
- Identify attitudes of specific stakeholder groups before implementation begins
- Access a large universe of respondents using recognized sampling techniques with fewer resource costs
- Analyze data quantitatively
- Create targeted, specific communications and change management plans and monitor changes in the stakeholder environment after implementing these plans.

Meaningful results

StakeholderIDSM has two web-based components—a data collection tool and QuickMap—complemented by a final assessment report.

Ready for what's next. www.boozallen.com

Booz | Allen | Hamilton

delivering results that endure

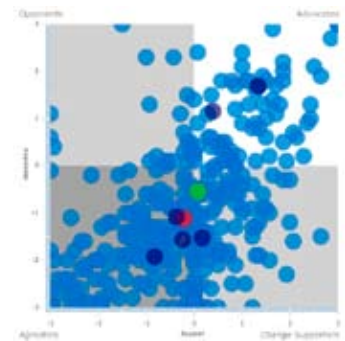
Measurements experts design the **Web-Based Data Collection Tool** to capture attitudes in a brief 5–10 minute questionnaire:

- Customized questions ensure the assessment meets organizations’ unique objectives.
- Because the tool is web based, stakeholders—even those who are geographically dispersed—can complete the questionnaire from anywhere at any time as long as they have an Internet connection.

The **QuickMap**, an interactive graphical assessment charting tool, displays the stakeholder groups in relation to each other, based on awareness levels (plotted along the vertical axis) and support levels (plotted along the horizontal axis):

- Booz Allen and project managers can use this snapshot to develop targeted communications and change management plans.
- The QuickMap can group stakeholders differently based on demographic questions and can filter stakeholders, showing how support and awareness levels differ for each group.

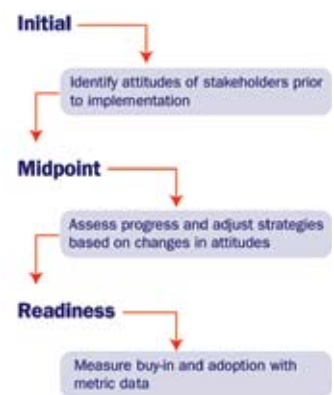
The **Final Assessment Report** features a comprehensive analysis of the questionnaire results, packaged in a “coffee-table worthy” booklet or as an electronic PDF. The report provides detailed breakdowns of support and awareness by stakeholder group, as well as short- and long-term recommendations based on the StakeholderIDSM metrics and Booz Allen Stakeholder Relationship Management and Change Management methodologies.



Quantitative metrics

Replicating the StakeholderIDSM assessment gives organizations the information they need to alter their implementation strategy over the course of the change process.

- The **Baseline Assessment** creates the initial measure of stakeholder awareness and support. Organizations should implement it before making changes to their strategy, organizational structure, operations, or technologies to shape strategies and planning.
- The **Midpoint Assessment** tracks stakeholder attitudes at any point in the life cycle of a change or initiative. After beginning outreach efforts, organizations should use it to measure progress—or look for deficiencies—in raising the understanding of and support for the initiative or change. Organizations should also adjust strategies based on changes in stakeholder attitudes.
- A **Readiness Assessment** measures stakeholder buy-in and satisfaction following an implementation. Organizations can implement it to gauge acceptance and adoption using StakeholderIDSM data to illustrate measurable changes in stakeholder attitudes.



Whether you’re managing today’s issues or looking beyond the horizon, count on us to help you be ready for what’s next.