

Stakeholder Management Starter Kit



for L&D professionals



and instructional designers



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If you work on learning projects, you know this: the most cognitively demanding part of the job is often not the learning itself. It's everything around it: the conversations, the expectations... 🤔 **the stakeholders.** The part of instructional design and L&D no one really prepares you for.

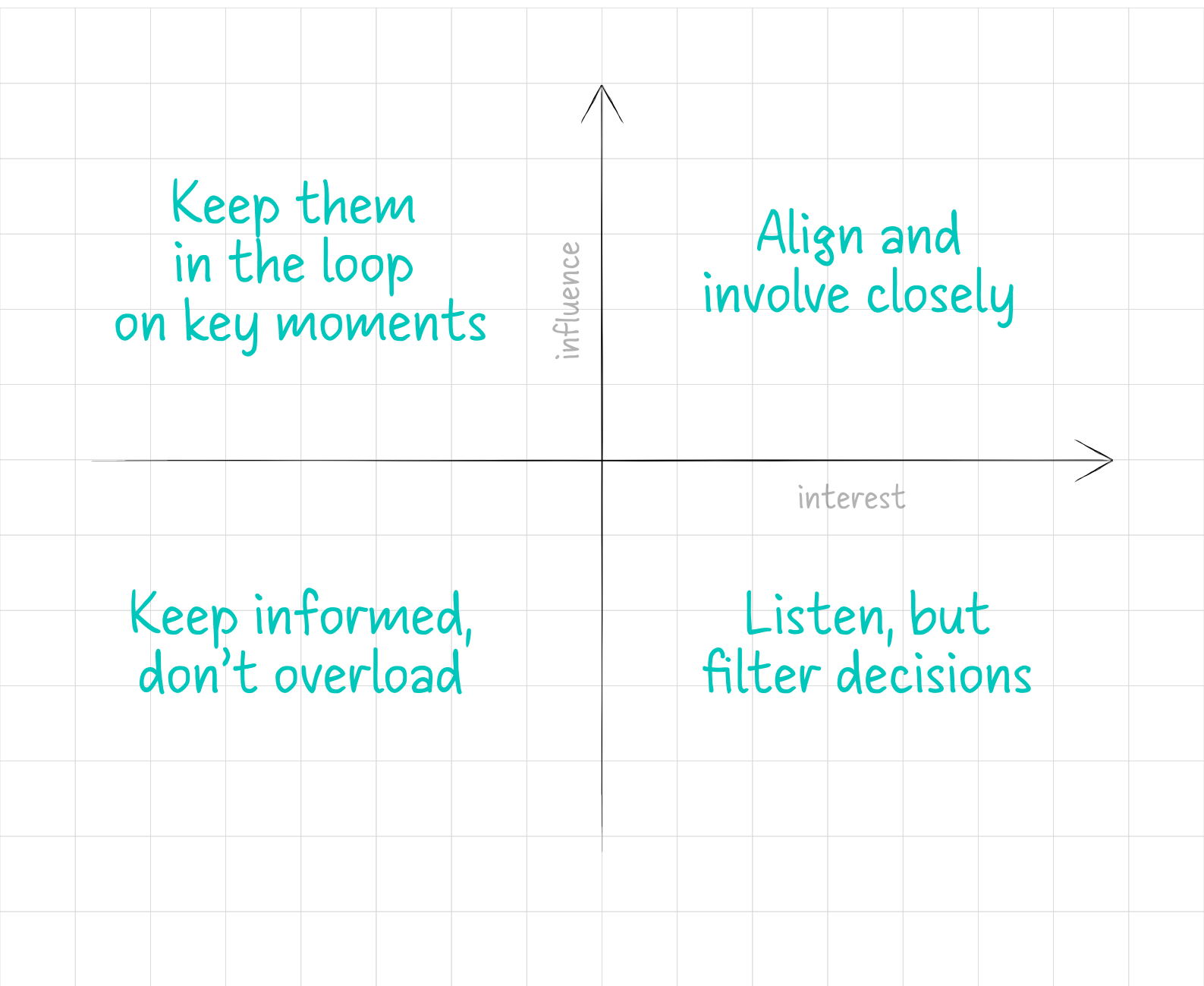
Over the past 10+ years, I've made my share of mistakes and learned a lot the hard way. So I put this together to help you avoid some of them.

Inside, you'll find a stakeholder map template to help you see who influences what early on, as well as 10 key questions for project kickoff to clarify goals before you start building.

Stakeholder map template

This is a simple way to map your stakeholders early in the project. You're not trying to be perfectly accurate here. The goal is to quickly understand two things: who can influence decisions, and who actually cares about the outcome.

Place people based on your best judgment, and use this to decide how to involve them: who to work closely with, who to consult, and who just needs updates. This helps you avoid surprises later and keep the project focused from the start.

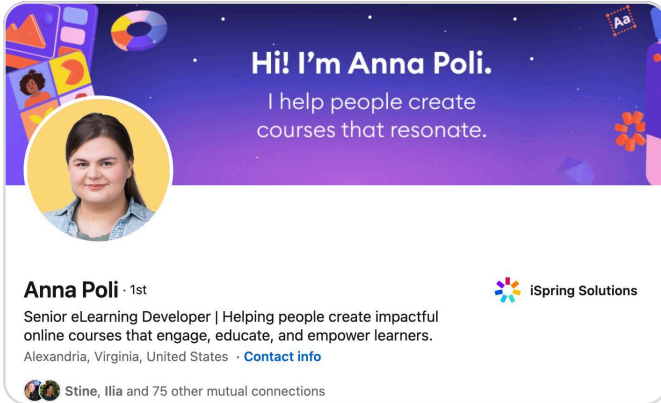


10 questions to ask before starting an ID project

These are the questions I try to clarify before the project gets too far. They help surface ambiguity early, align expectations, and give you something solid to come back to when feedback starts getting messy.

- ➔ **What business problem are we trying to solve?**
If the problem is vague, the project will quickly lose focus.
- ➔ **What should people do differently after this training?**
This keeps the solution tied to behavior change.
- ➔ **What is happening today that needs to change?**
You need a clear picture of the current reality before designing the course.
- ➔ **What happens if we do nothing?**
This helps separate a real priority from a “nice to have.”
- ➔ **What are we not covering in this project?**
Clear boundaries reduce scope creep and late-stage surprises.
- ➔ **How will we know the project was successful?**
If success isn’t clear, people will define it differently later.
- ➔ **Who will judge whether this worked or not?**
Different stakeholders often have different standards for success.
- ➔ **Is this really a training problem?**
Sometimes the real blocker is a process, system, or management issue.
- ➔ **What else would need to change outside of training for this to work?**
Training often supports change, but rarely carries it alone.
- ➔ **Who needs to be aligned before we start building?**
Missing the wrong person early often leads to late feedback and rework.

Let's get in touch!

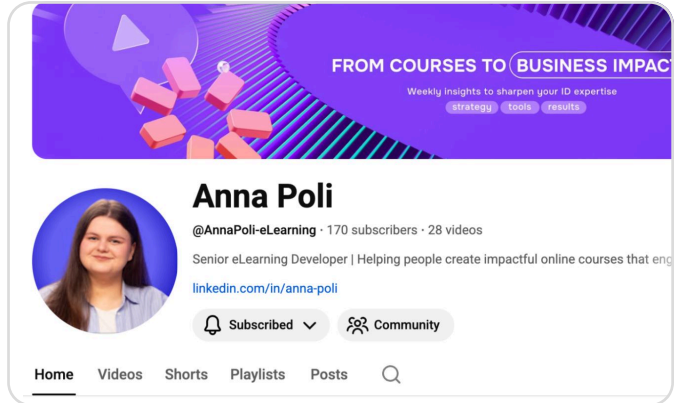


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