

Exercise #2. Stakeholder Perspectives Worksheet

Questions	Stakeholders						
	_____	_____	_____	_____	_____	_____	_____
What does the stakeholder need or expect (criteria for performance) from your organization? In other words, how does the stakeholder determine or evaluate success?							
How well does the organization perform against those criteria?							
How well does the organization perform relative to its competitors and other groups in the community?							
What makes the organization unique/special?							
What does the organization do especially well and should continue to do?							
How can the organization improve what it does or how it does it?							
How can the organization effectively build on its strengths and opportunities?							
How can the organization effectively cope with the weaknesses and threats?							