Using Data to Communicate with Stakeholders:
Can you hear me now?

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Put on the lens a stakeholder by answering these questions:

1. When are you a stakeholder? (you are a staff member, so you are a stakeholder; or you may be a board member of a church, synagogue, charity – or even when you are a voter)

2. What do you want to accomplish as a stakeholder of the organization? What do you want? Why are you involved with the organization? (in other words, what are YOUR goals – not the organization’s goals – YOUR goals.)

3. What are your important jobs to be done? (paying the mortgage? Raising children? Caring for a loved one? Finishing a course?)

4. What do you want to know that will support you in accomplishing your goals and doing your job?

5. As stakeholder, what is the best data that’s been communicated to you in the past month?

Stakeholders are: individuals who can put a stake of support under your library or initiative, or a stake through the heart of it. They will support it if it helps them move their goals forward and fits their worldview. They will withdraw their support if another organization or initiative is more important for them or to accomplishing what they want to see happen. They may be part of a group that you view as stakeholders, but always remember each member of a group is an individual and may have very different goals than the rest of the group. Some members have more influence than other members.

We pay attention to communication:
- that builds our understanding or interests us because it supports our ability to do something that is important to us
- enables us, even in little ways, to accomplish our goals or the job(s) we need to do.
**Topic - The Board**

<table>
<thead>
<tr>
<th>GROUP &amp; KEY INDIVIDUALS IN GROUP</th>
<th>WHAT JOB DO THEY HAVE TO DO? WHAT ARE THEIR GOALS (OR WHAT DO THEY WANT)?</th>
<th>WHAT DO THEY KNOW NOW?</th>
<th>WHAT DO THEY NEED TO KNOW?</th>
<th>HOW DOES IT IMPACT THEIR ABILITY TO DO THEIR JOB IF THEY DON’T KNOW?</th>
<th>WHAT’S YOUR DESIRED OUTCOME WITH REGARDS TO THEM KNOWING?</th>
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<td>Board</td>
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<td>Elected Official(s) on Board</td>
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**Considering all this:**

1. WHAT data supports them in their role and what they want?

2. WHEN do they need this data?

3. HOW should this data be communicated - do certain members need a modified communication method?
## Topic - Staff

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<td>Staff</td>
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<td>Influential Staff (union president? Stewards? Staff association chair?)</td>
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### Topic - City or County Influencers

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