

How to use the Personal Agility Stakeholder Interview Canvas

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Use this canvas to guide your conversations with your stakeholders about your collaboration or the product you/they want to create. Your goal is to understand and build a rapport with your stakeholders. I suggest planning 30 to 60 minutes for the interview.

Coaching questions can be helpful to elicit better, more complete answers, e.g. "Is there anything else." or "Let me read this back to you; have I understood you correctly?" Sometimes it is helpful to vary how you formulate the question, so that it resonates better with your interview partner.

Ask the questions in the numbered order. Note that the "What really matters question" is out of order! Usually people need to go through the thought process

Your goal is to design your package, activities or collaboration to help your stakeholders master their challenges, reduce their fears and eliminate their frustrations to achieve their optimal outcome. You are trying to show that you understand them and their outcome and that you are focused on making that happen for them.

You may find it useful, after interview partner has answered each question to answer the question yourself. They can understand you as well as you understand them.

Use the following as a script to lead your partner through the interview:

Introduction:

As you know, we are working to do _____. Beyond that, my goal is create an effective partnership between us, so that we can work together effectively with a minimum of frictions. I want to focus on doing great things for you and your customers. To that end, I would like to understand you, your goals and your perspective.

Who?

1. Stakeholder - Note and if necessary confirm the person's «Stakeholder»
2. Main Goals or Objectives - What do you want to achieve through this project or collaboration?
8. What really matters? - When push comes to shove, what is most essential? (Generally it is better to ask this question late in the interview. Sometimes you may not ask the question directly, but rather summarize yourself).

Why?

3. Challenges and Impediments - What are the main challenges to achieving your goals or desired outcome?
4. Risks, Concerns, Fears - What concerns you about achieving your goals?
5. Frustrations - What causes you to bang your head against the wall?

Outcomes

6. Definition of Awesome - If I could snap my fingers, and all your wishes came true on this project, what would that look like?
7. Support - How can I/we support you to make this come true?
9. What's next? - What is the next thing that you need to do for this stakeholder (follow-up)?

What to do with the results?

Especially when dealing with a large number of stakeholders, look for patterns and similarities. Or glaring differences. Use the information gleaned to guide your collaboration and/or the definition of your products and services.

A stakeholder (or the entity they represent) can become a column in your forces map. The top card should contain:

- A picture or icon of the stakeholder
- Their perspective on what really matters
- Their definition of awesome

Individual cards might correspond to specific goals, features or tasks to help them achieve their 'awesome' state.

For tools to automate handling the **Personal Agility Stakeholder Interview Canvas**, visit <https://myPersonalAgility.org/freetools>

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Ask questions in the numbered order.

Who?	Why?	Desired Outcome
1. Stakeholder Note and if necessary confirm the person's Name, Function, Contact Details	3. Challenges and Impediments What are the main challenges to achieving these goals or desired outcome?	6. Definition of Awesome If I could snap my fingers, and all your wishes came true on this project, what would that look like?
8. What really matters? At the end of the day, what is most essential?	4. Risks, Concerns, Fears What are your biggest concerns about achieving these goals?	7. Support How can I/we support you to make this come true?
2. Main Goals or Objectives What do you want to achieve through this project or collaboration?	5. Frustrations What causes you to bang your head against the wall?	9. What's next? What is the next thing that you need to do for this stakeholder (follow-up)?

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Who?	Why?	Desired Outcome
1. Stakeholder	3. Challenges and Impediments	6. Definition of Awesome
8. What really matters?	4. Risks, Concerns, Fears	7. Support
2. Main Goals or Objectives	5. Frustrations	9. What's next?