

## TARGET AUDIENCE GROUP IMPACT ASSESSMENT

Recognizing the impact of the proposed changes helps guide the development of the transition plan.

This tool, *Target Audience Group Impact Assessment*, is designed to help understand what will be impacted so that strategies to help groups assimilate the impact can be put into place as part of transition planning.

- ✓ **SCOPE OF CHANGE:** The amount of the organization affected
- ✓ **AMOUNT OF CHANGE:** The number of changes envisioned
- ✓ **TIMEFRAME:** How quickly the changes must be implemented

### INSTRUCTIONS

The items in the table reflect key impact factors.

Complete an impact assessment for each major stakeholder group that is impacted by the change.

Place a check mark in the column that indicates the level of impact associated with each factor. Options are:

#### **LOW IMPACT:**

This factor will not be affected in any significant way by the proposed changes.

#### **MEDIUM IMPACT:**

This factor will be impacted in a moderate way by the proposed changes.

#### **HIGH IMPACT:**

This factor will be impacted significantly by the proposed changes.

The completed table provides an “at a glance” footprint of the impact of the change on the group for which the assessment was done. Each area of high or medium impact should be reviewed to ensure that sufficient strategies are built into the transition plan to help individuals and groups adapt to the impact in a constructive and expedited manner.

## TARGET AUDIENCE GROUP IMPACT ASSESSMENT

Target Audience Group: \_\_\_\_\_

Place a check mark in the column that indicates the level of impact associated with each factor.

TYPE OF CHANGE	LOW IMPACT	MEDIUM IMPACT	HIGH IMPACT
<b>1. Products &amp; Services</b> Impact to any of the organization's products and/or services offered to external customers.			
<b>2. Technology</b> Impact on what technology is used in day-to-day work.			
<b>3. Skills &amp; Capabilities</b> Impact to the skills and/or capabilities required for successful delivery of products & services.			
<b>4. Knowledge</b> Impact to the knowledge needed to complete the various job functions.			
<b>5. Processes, Policies, Procedures</b> Impact to the detailed steps of how the work is being performed. Consideration towards impact on budgets and/or financial policies and processes; as well as impact on HR policies and processes should be considered.			
<b>6. Relationships</b> Impact on how groups and individuals relate to one another in day-to-day work (teaming changes, political affiliations, etc.).			
<b>7. Organization Structure, Roles &amp; Responsibilities</b> Impact to formal reporting structures within the organization and/or impact on the roles and responsibilities of individuals and groups.			
<b>8. Behaviors, Mindset, Attitude</b> Impact to how individuals and groups act based on basic values and beliefs.			
<b>9. Values &amp; Beliefs</b> Impact on organization's values, beliefs, and guiding principles that define the working environment.			
<b>10 Decision Making, Governance</b> Impact to how decisions will be made and by whom.			

**SUM EACH COLUMN**

## STRATEGIES TO ADDRESS TARGET AUDIENCE GROUP IMPACT ASSESSMENT RESULTS

### Target Audience Group:

For each medium & high impact factor identified in your assessment, outline a strategy for offsetting this impact.  
(Refer to pages 36-37 & 41)

#### IMPACT FACTOR

#### IMPACT MITIGATION STRATEGIES

1. Products &  
Services
2. Technology
3. Skills/  
Capabilities
4. Knowledge
5. Processes,  
Policies,  
Procedures
6. Relationships
7. Organization  
Structure, Roles &  
Responsibilities
8. Behaviors, Mindset,  
Attitude
9. Values & Beliefs
10. Decision  
Making,  
Governance

# MITIGATING RESISTANCE - CHANGING MINDS

### Target Audience Group:

This Target Audience Group may resist change To Protect, To Preserve Competence, To Maintain Comfort Zone, To Keep Personal Values, Other:

To mitigate resistance, we will: (Refer to pages 36-37 & 41)

Other Notes: