



The Stakeholder Alignment Cheat Sheet

This guide is not a form to complete or a process to follow, but a reflection to help you enter conversations with clarity, intent, and credibility. Use it wisely, before an alignment meeting, not during it.

1. Understand Their World

Before meeting a stakeholder, ask:

- What is this person accountable for?
- How is their success measured this quarter or year?
- What pressures or opportunities are shaping their priorities right now?

When you start with their world, not yours, you begin the conversation on common ground.

2. Clarify the Outcome

- What specific result are we trying to achieve together?
- How will we recognise success when we see it?
- Is this outcome connected to a larger organisational goal?

If the outcome is unclear, resist the urge to design a solution.

3. Diagnose the Cause

- What is preventing this outcome from being achieved today?
- Is the barrier about skill, process, motivation, or leadership?
- What evidence supports this diagnosis?

Training is one possible response, not the default one. Use it only when the gap truly requires it.

4. Co-Create the Response

- How can we address the root cause together?
- What belongs to the business, and what belongs to learning?
- How will progress be measured and reviewed?

Alignment strengthens when ownership is shared.

5. Demonstrate and Communicate Value

- What story will the results allow us to tell?
- What data, business and/or behavioural, will make that story credible?
- How can AI help surface patterns or visualise impact in ways leaders instantly grasp?

Evidence does not replace judgment. It reinforces it.

Credibility is rarely built in the meeting itself. It is built on what follows: whether outcomes move and whether priorities are met. These questions are simple, but they change how you are perceived. They shift your role from responding to requests to shaping performance conversations.

Each time you prepare for a stakeholder discussion, return to this guide, not as a checklist to complete, but as a reminder of the approach you are choosing to take.

That of a strategic partner and not a supplier.