**PAS Stakeholder Canvas**To figure out what really matters to your stakeholders, ask them the questions in the numbered order.  
Conclude each section by reading back the stakeholder’s answers and confirming, *Have I understood you correctly?*Recommended duration 45 min to 1 hour. Interview stakeholders individually. Identify later what they agree on!

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| 1a. Stakeholder, Date | 2. Main Goals/Objectives | 8. What really matters? |
| Stakeholders's Name, Function, Contact Details Date | What do you want to achieve through this project/collaboration? | (Put together a prioritized list of WRMs during the interview. Now summarize and confirm what you learned through questions 2-7)  If I understood you correctly, these are the most essential points to our success…. Are this list and the priorities correct? At the end of the day, what is most essential?  Have I missed something important? Is there anything else? |
| **1b. Interview** |
| ❑ Confidentiality ❑ How Information will be used ❑ Why are we here? To fully understand the stakeholder’s view → Alignment |
| 3. Challenges and Impediments | 4. Risks, Concerns, Fears | 5. Frustrations |
| What is making these goals hard to achieve? What are the main challenges to achieving these goals? | What are your biggest concerns about achieving these goals? What coud go wrong?  What are you afraid of? What gives you stomach aches? What make you lose sleep at night? | What causes you the most frustration about this project? What makes you to bang your head against the wall?  What recurring problems keep coming up?  Where do you see cooperation issues? |
| 6. Definition of Awesome | 7. Support | 9. Next Steps / What's next? |
| Imagine that a miracle happens overnight, and you wake up to see all your wishes came true on this project. What does it look like? How does the project/collaboration work now?  What is your definition of awesome? What is the best possible outcome? | How can I/we support you to make this come true? What issues can I help you address?  What are possible next steps?  Who can help?  Who else shares your perspective? | Here is what to expect next… (if you know the answer)  What is something we could get done this week to get started/gain momentum?  What would helpful at this point? |

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