**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 DetailsDate | 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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