

TRANSITIONS

Sustaining Social Change

*there is no beginning without an end
what is over? what isn't?
what can I let go?*

Risk/Loss Analysis for Stakeholders

Any community change can result in losses for those it affects. Even “good” changes, like healing racial tensions or combating homophobia, trigger losses.

Addressing these losses is critical to sustaining the change. It is often the risks and losses that stakeholders face that cause them to resist change. In some cases, the potential losses are perceived to be too great and will prevent stakeholders from engaging in an initiative. In those instances, change leaders will want to find ways to mitigate the losses or give stakeholders more time to adjust.

In the exercise below, name the change that your community is facing. Identify the stakeholders - those groups or individuals who will be involved in or affected by the change. Then, check off the potential risks or losses that each stakeholder may face with this change. Be sure to rename the categories or add to the list, so that it reflects the unique circumstances in your community. Describe the behaviors that might be triggered by these losses. Complete a different sheet for each stakeholder group.

Name the Change _____

Who is losing? (Name the Stakeholder) _____

Change Leader, Advocacy Group, Outsiders, Powerful Institutional Actor (mayor, school principal, town council member, etc.)

What is being lost?

WHAT	DESCRIPTION
Turf	
Power/Influence	
Status	
Identity	
Relationships	
Memberships	
Routines/Structures	

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chaos can*

Personal Future	
Meaningful Work	
Control of Destiny	
Competence	
Other _____	