**Stakeholder’s Commitment Worksheet**

***Instructions:*** Read and complete the following steps.

1. Call a meeting with the organization's stakeholders, including board members and representatives from the management committee.
2. Make the strongest argument you can in support of the new products and/or services. To back up your argument, share with them:

* Your Strategic Plan
* The findings from the strategic mapping exercise
* The proposed new product and service scope for the organization
* The analysis of the current product and service scope
* The results from the competitive scan analysis

1. After presenting your work, lead a discussion with the stakeholders to determine the single new product or service that you should choose for immediate development and introduction. This is the product or service that will be described in your business plan.

Click here to enter text.

1. Prepare a brief description of the product or service that the group decides should be immediately developed and introduced.