**WIIFM Worksheet**

Use the “What’s In It For Me” Worksheet to create change communications. The end goal is to create a value proposition focusing on the benefits and advantages of for the individual or group you are trying to reach.

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| **Group or Individual:** Click or tap here to enter text. |
| **Pain Points** | **What are the challenges, concerns and obstacles?**Click or tap here to enter text. | **How will the change help them address these?**Click or tap here to enter text. |
| **Objections** | **List the potential real or perceived objectives?**Click or tap here to enter text. | **What is the root cause and how will we respond?**Click or tap here to enter text. |
| **Why** **Change?** | **List the organizational benefits to adoption?**Click or tap here to enter text. | **What are the potential benefits to adoption?**Click or tap here to enter text. |
| **Value Proposition** | **Draft a concise, targeted value proposition specific to this stakeholder. List the benefits of adoption.** Click or tap here to enter text. |