**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.

|  |  |  |
| --- | --- | --- |
| **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. | |