



## Worksheet: Identifying Project Hotspots

**Step 1:** Identify your stakeholder groups

No	Stakeholder Groups



## Worksheet: Identifying Project Hotspots

**Step 2:** Identify your top 5 stakeholder groups and their top ten “talking points” – trending issues

Stakeholder Group 1: \_\_\_\_\_

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Stakeholder Group 2: \_\_\_\_\_

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Stakeholder Group 3: \_\_\_\_\_

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Stakeholder Group 4: \_\_\_\_\_

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Stakeholder Group 5: \_\_\_\_\_

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○



## Worksheet: Identifying Project Hotspots

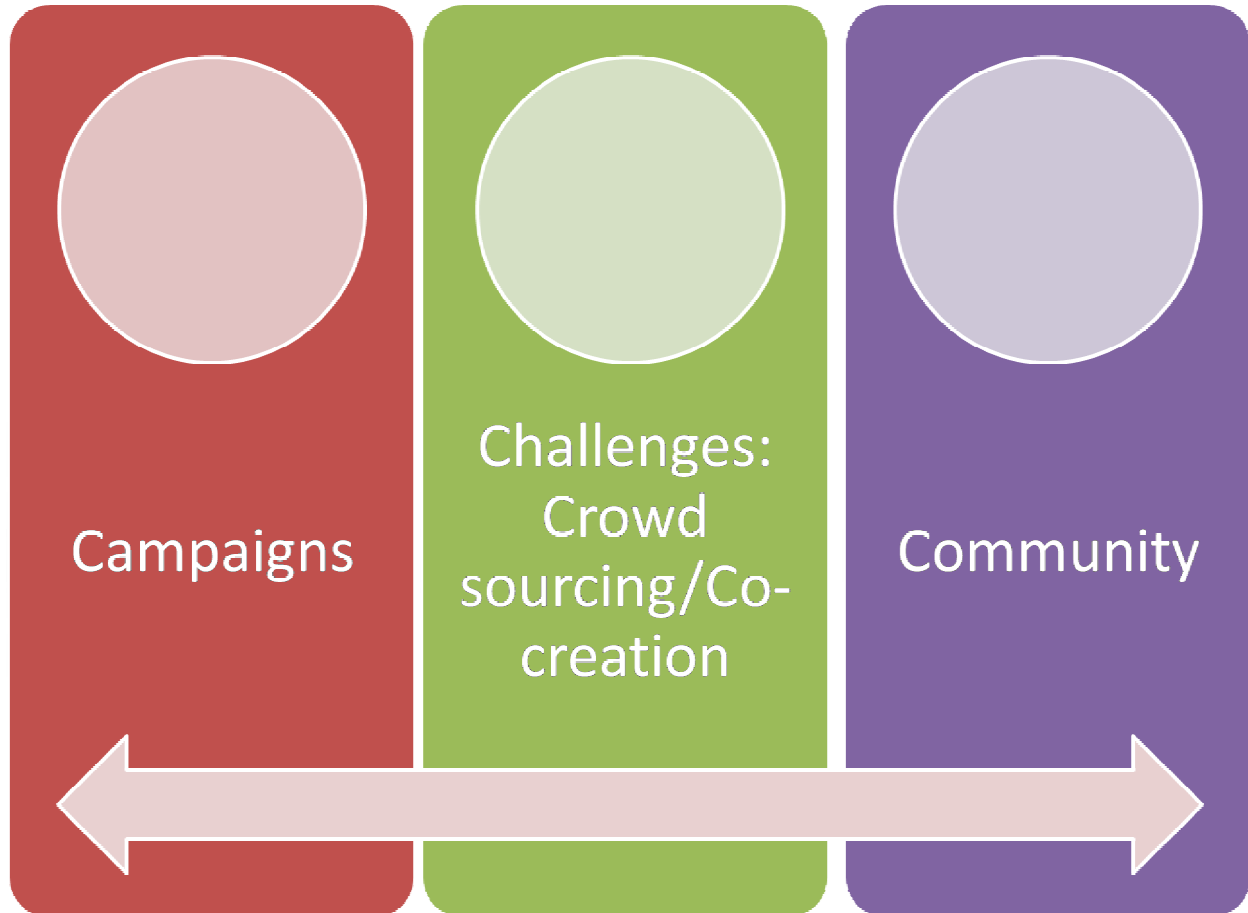
**Step 3:** The challenge hotspots are the areas that meet your internal priorities

Internal Priorities	External Priorities ( "Talking Points" )	Stakeholder Groups
Profit	Product quality, Delivery time, Speedy dispute resolution, Convenient shopping, Product varieties, environmental friendly packaging	Customers, Civil Body, NGOs



## Worksheet: Identifying Project Hotspots

**Step 4:** Pick a hotspot from the above table, and choose the appropriate type of social media project



For more details about how to identify a social media project that is suitable for you, you may like to go through our presentation on project design. Go to [www.younomy.com/presentations/hotspots.html](http://www.younomy.com/presentations/hotspots.html) Or you could contact Sankar, Managing Partner, Younomy at [sankar@younomy.com](mailto:sankar@younomy.com)