


WORKSHEET

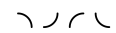
# Circular Buy-in

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In order to get your product or service to market, you'll need to identify key stakeholders (from investors, employees, internal stakeholders, and design teams) and make plans to get them excited by your potential project. You will also develop strategies for how you involve these stakeholders throughout the project, from co-creation to keeping them engaged.


## STEPS

- 1** Map your stakeholders for your initiative using the template provided. You might want to make two different ones—for internal stakeholders (within your company or project or start up) and one for external stakeholders (those who you might need to partner with as part of any potential business idea)
- 2** Take your stakeholders one by one and consider each of their perspectives using the following questions:
  - What matters to them most?
  - What keeps them up at night?
  - How do they problem solve?
  - Who else do they have around them that might be a support for your idea?
- 3** Building off these perspectives, develop a narrative/conversation starter for each person. Notably, they might be very different from one person to another. What matters to them the most?
- 4** Once you have your narrative in place, ask yourself—Is there also the possibility of showing an early prototype of something to gain their interest? Even if it's just a sketch.
- 5** Start the conversation using these questions if helpful:
  - Can you think of ways to build on this?
  - How could we work together?
  - What else do you need to know?
  - How might we show proof of concept quickly and at minimal cost to mitigate risk?

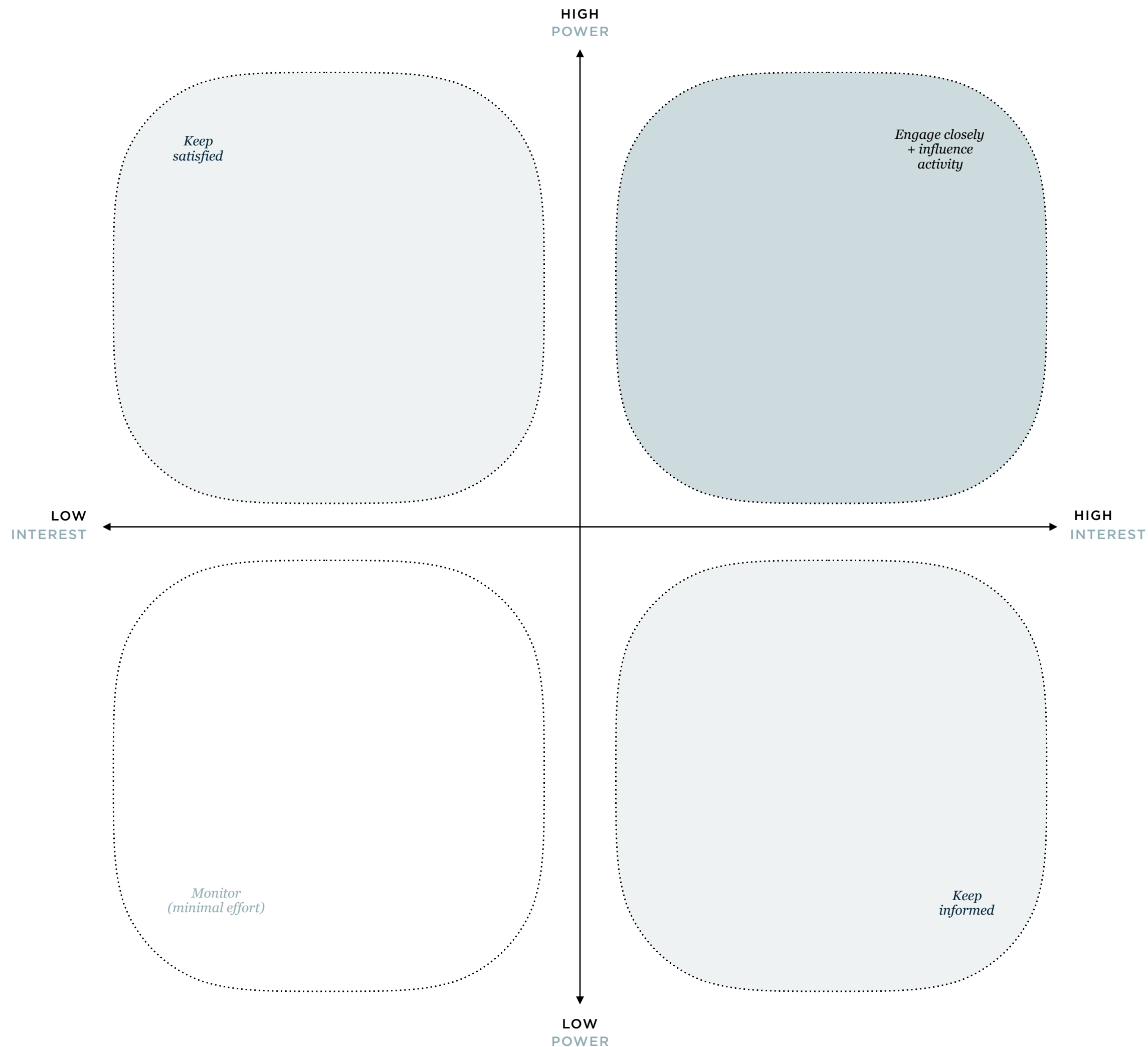


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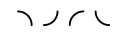
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Map all of your key stakeholders on this grid to identify strategies for engagement.




TOP TIP

Consider doing one version for your stakeholders and another for your value-chain.




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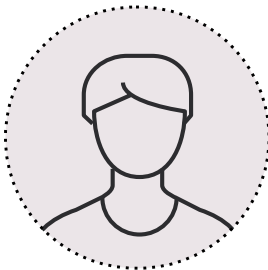
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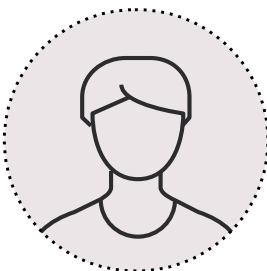
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Now, consider their perspectives to understand where they're coming from.


local and national government, suppliers, customers (existing and potential).


NAME:	WHAT MATTERS MOST TO ME?	HOW DO I SOLVE PROBLEMS?
		

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**TOP TIP**  
Possible stakeholders might include local and national government, suppliers, customers (existing and potential).