

Stakeholders	Discovery activity	Key focus area
Communities	<b>Strategy Consultation*</b>	<i>Emerging global trends and how can Wikimedia create healthy projects (n = 1300)</i>
Affiliates	<b>Informal interviews</b>	<i>How should Wikimedia reposition and transform for the future?</i>
Donors	<b>Surveys &amp; focus groups</b>	2014 Donor Survey*: <i>“What would make Wikipedia better?”</i> (n = 13,000)
WMF Board	<b>Discussions</b>	<i>Challenge underlying assumptions, define future opportunities</i>
Readers/Users	<b>Research &amp; analytics</b>	General Wikimedia analytics* - <i>reader &amp; contributor usage data</i> 2014 Global South Survey* - <i>demographics, device, usage</i> (n = 69,500)
WMF Staff	<b>Executive Discussions</b>	<i>Define Strategic Direction - align Wikimedia mission with opportunities</i>
	<b>Management Workshops</b>	<i>Define Wikimedia capabilities, weaknesses, opportunities for improvement</i>
	<b>Staff - Track Teams</b>	<i>Profile Readers and Content Contributors by consolidating existing data</i>
Industry Leaders	<b>Informal interviews</b>	<i>Organizational, technology, and leadership opportunities</i>

(\*See Appendix for supporting documentation)