

How to Manage Stakeholder Communication – Part 2

Stakeholder Communication Management Template and Instructions

You should have completed a Stakeholder Analysis before starting on this section. For a full explanation, refer to the post on how to conduct a Stakeholder Analysis.

Using the table below, think through how you plan to communicate with your stakeholders:

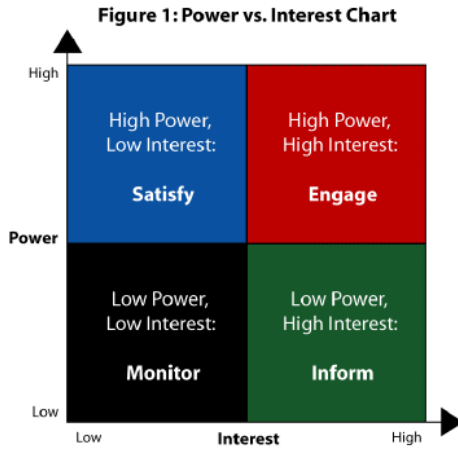
1. Plan your approach
 - a. What kind of help do you need?
 - b. How much time do you have to manage these activities?
 - c. How much time do you have to carry out these communication activities?
2. Determine what you need from each stakeholder
 - a. What level of support do you need?
 - b. What role would you like them to play?
3. Determine the message you need to send
 - a. Persuade the stakeholder to support/engage with you
 - b. Show benefits and focus on key performance drivers
4. Consider the following:
 - a. Information – technical knowledge, business expertise/experience, data, political insight.
 - b. Resources – budgeted funds, materials, people, space, time
 - c. Support – approvals, public endorsements, demonstrations of legitimacy

Stakeholder Communication Template

Project Name:				
Project Goal:				
Stakeholders – name, department, role	Plan Your Approach	Needed From Stakeholder	Message You Want to Send	Strategies

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Review the Power/Interest Grid below.



Using the input from the Stakeholder Communication Template on the previous page, work out what you need to do to win and manage support plans for each type of stakeholder. Complete the strategies section of the table.

General Rules:

1. Focus first on high power, high interest stakeholders; focus last on low power, low interest
2. Keep your best supporters engaged and on board
3. Work out how to win over or neutralize opposition
4. Figure out how to engage the stakeholders you need but are not currently interested
5. Consider how what you are doing will affect your stakeholders. Discuss how to deal with bad news or unexpected events and manage any impacts.