

Stakeholder Engagement Plan Template

The process of developing approaches to involve project stakeholders, based on their needs, expectations, interests, and potential impact on the project

Who are Stakeholders?

A stakeholder is an individual, group, or organization that may affect, be affected by, or perceive itself to be affected by a decision, activity, or outcome of a project, program, or portfolio.

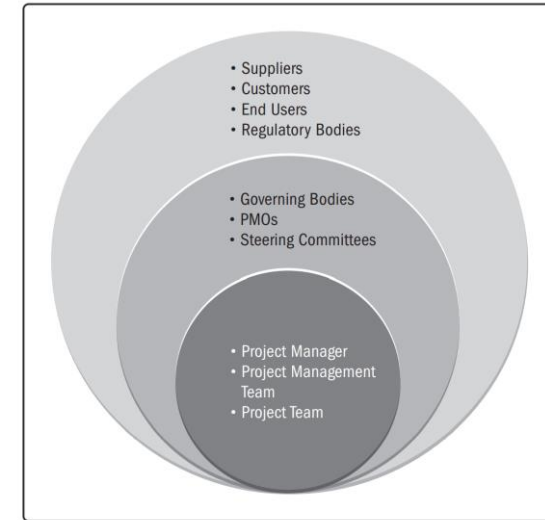


Figure 2-2. Examples of Project Stakeholders

What is a Stakeholder Engagement?

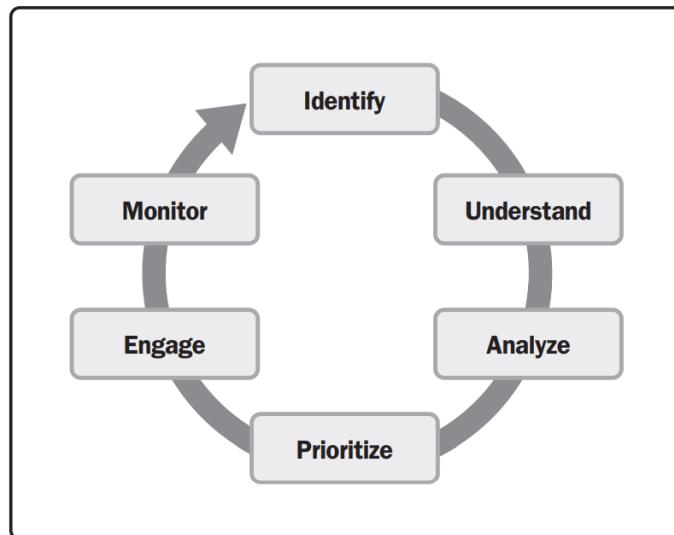


Figure 2-3. Navigating Effective Stakeholder Engagement

Implementing strategies and actions to promote productive involvement of stakeholders through

- Identification your stakeholder needs,
- understanding and analyzing their concerns
- prioritizing their needs and solving them
- consistent engagement and monitoring – keeping them informed and aim for constant customer satisfaction

What is a Stakeholder analysis?

- ✓ Stakeholder analysis results in a list of stakeholders and relevant information such as
 - Their positions in the organization,
 - Roles on the project,
 - Stakes,
 - Expectations,
 - Attitudes (their levels of support for the project), and
 - Their interest in information about the project.

Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
Stakeholder 1	C			D	
Stakeholder 2			C	D	
Stakeholder 3				D C	

Stakeholder assessment matrix helps to understand and compare the different stakeholders and their attitude towards your project 😊

Figure 13-6. Stakeholder Engagement Assessment Matrix

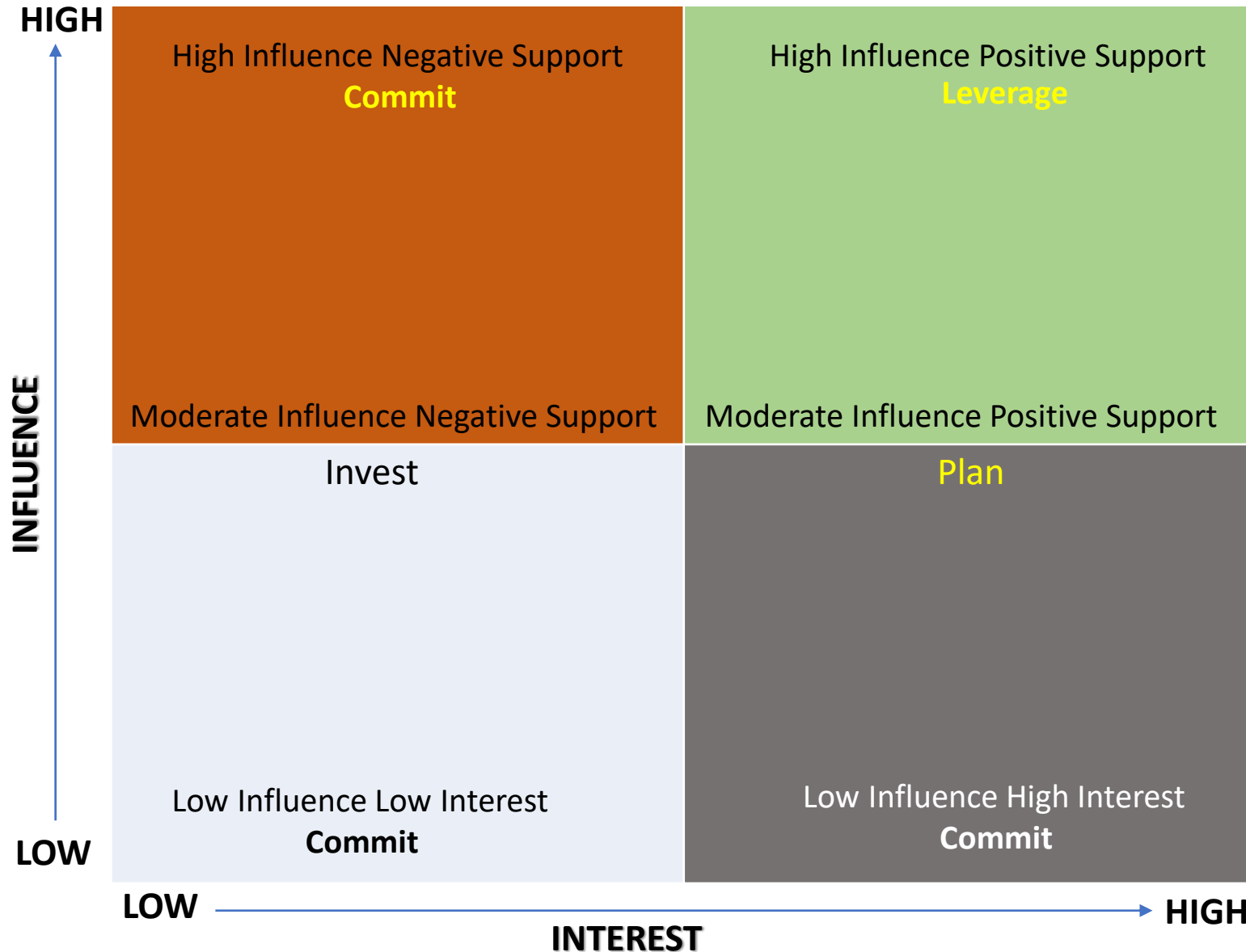
What is a Stakeholder engagement plan?

A component of the project management plan that identifies the **STRATEGIES AND ACTIONS** required to promote productive involvement of stakeholders in project or program decision making and execution.

Table 4-3. Mapping of Artifacts Likely to Be Used in Each Performance Domain (cont.)

Artifact	Performance Domain							
	Team	Stakeholders	Dev Approach and Life Cycle	Planning	Project Work	Delivery	Measurement	Uncertainty
Schedule management plan				X	X	X		
Stakeholder engagement plan		X		X				
Test plan				X	X	X	X	
Hierarchy Chart Artifacts:								

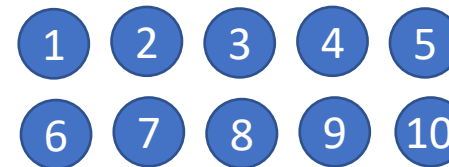
STAKEHOLDER ANALYSIS MATRIX TEMPLATE



Stakeholders List:

1. Add names here
2. Add names here
3. Add names here
4. Add names here
5. Add names here
6. Add names here
7. Add names here
8. Add names here
9. Add names here
10. Add names here

Plot Your Stakeholders



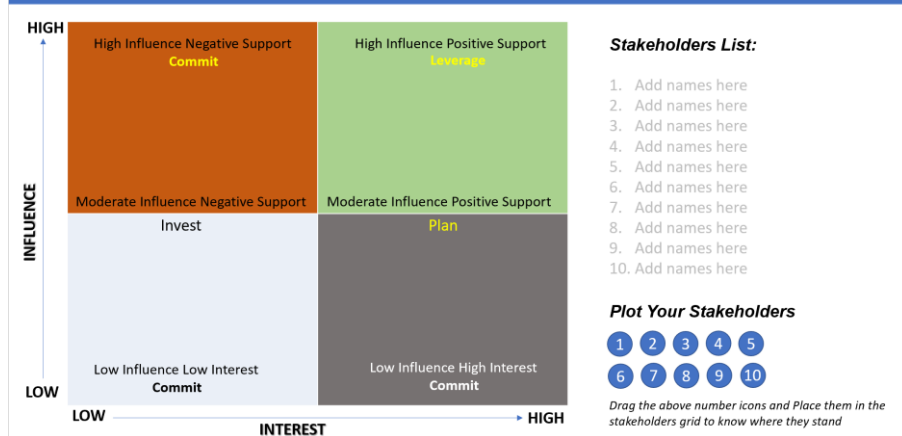
Drag the above number icons and Place them in the stakeholders grid to know where they stand



STAKEHOLDER ENGAGEMENT PLAN TEMPLATE

ID#	Name	Role	Stakeholder Assessment Type	Involvement Level	Issues Anticipated	Motivation/ Desire	Impact	Expectations	Communication Vehicle
	<i>Stakeholder name</i>	<i>Project manager, Sponsor etc..</i>	<i>Assesment to compare different stakeholders attitude</i>	<i>Document their involvement level</i>	<i>Potential Issues expected from the stakeholder?</i>	<i>Why is the stakeholder interested in project success?</i>	<i>What activities will impact the stakeholder?</i>	<i>What is the stakeholders expectations?</i>	<i>Email, Phone, Face to face meetings</i>
1			Unaware	Low					
2			Resistant	Medium					
3			Neutral	Low					
4			Supportive	High					
5			Leading	High					

STAKEHOLDER ANALYSIS MATRIX TEMPLATE



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