Stakeholder Engagement Strategy

[Project / Programme name]

[Month YYYY]

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# Purpose

*This section should introduce the goals and objectives of the Stakeholder Engagement Strategy.*

*Effectively engaging stakeholders is a key component of successful project management and should never be ignored. Proper stakeholder engagement can be used to gain support for a project and anticipate resistance, conflict, or competing objectives among the project’s stakeholders.*

*This strategy should set out the project’s key messages such as:*

* *What is being achieved.*
* *What activities are required (that may involve them).*
* *When an activity will take place.*
* *How the project will affect different stakeholders.*

*This will help with disseminating key messages to selected stakeholder groups depending on their level of interest in the project and ensure communications are delivered to the right people at the right time.*

***Delete or amend text in italics****]*

Start text here*. [This document sets out the stakeholder engagement strategy which will enable [insert project name] to engage successfully with its stakeholders.*

# Summary

*[Provide a brief summary of the project, its deliverables and its key stakeholders]*

Start text here.

## Aims and objectives

*[Briefly explain;*

* *What the Stakeholder Engagement strategy is hoping to achieve?*
* *How you will ensure your strategy is followed through via your engagement plan?]*

Start text here.

# Stakeholder strategy model

## Project need

* *What does your team hope to get out of engagement?*
* *What is the key information you need to communicate?*
* *What support do you need to obtain?*

Start text here.

## User need

* *What is the stakeholder group interested in?*
* *What concerns do they have?*
* *What is the key information they need to understand what we are doing?*

Start text here.

## Risks and concerns

* *If you don’t communicate effectively with this stakeholder group what will the impact be?*
* *What parts of your message may be sensitive, especially with this audience?*
* *Is this stakeholder likely to be supportive? If not, what do we need to do about that?*

Start text here.

## Approach to raising profile

* *What methods will you use to raise your profile and engage with this group of stakeholders?*
* *What communication channels do you have?*
* *Will you broadcast or engage in dialogue?*

Start text here.

# Identify Stakeholders

*[This section should discuss the methodology the project team will use to identify stakeholders and how stakeholders are defined.*

*It is imperative that all stakeholders are identified regardless of how major or minor they are. This is because they will be categorized after they’re identified. If stakeholders are omitted there is a likelihood that they may become evident at some point during the project’s lifecycle and introduce delays or other obstacles to the project’s success.]*

Start text here.

# Key Stakeholder(s)

*In this section identify the sub-set of stakeholders who have been identified as* ***key stakeholders*** *or* ***stakeholder groups*** *and the reasoning for determining that they are key stakeholders.*

*Key stakeholders are often those who potentially have the most influence over a project or those who may be most affected by the project. They may also be stakeholders who are resistant to the change represented by the project.*

*These key stakeholders may require more communication and management throughout the project’s lifecycle and it is important to identify them to seek their feedback on their desired level of participation and communication.*

*Describe your high-level stakeholder groups, providing an example of each. The table below provides an example of how you might set this out.]*

Start text here.

**Table showing examples of key Stakeholder Groups.**

| Stakeholder Group | Description/characteristic |
| --- | --- |
| Key players | Key players have a high level of involvement and/or interest and they can also have a high level of power. Some of these stakeholders are the individual(s) with the ability/authority to say ‘yes’ or ‘no’ to the project. **This group are significant to the success of the project**. |
| Keep satisfied | This group has varying levels of power and/or influence over the progress of the project but they are not necessarily directly involved in or impacted by it. They will influence the key player(s) and will often provide the information upon which decisions are made (though they do not themselves directly make them). **This group are key enablers to the success of the project**. |
| Keep informed | These stakeholders are directly involved in or impacted by the project. Typical examples will be users who will need to know how things are progressing and how their roles will change in the future. This group will not influence the nature of these changes, besides providing feedback. |
| Build awareness | These are the people and groups that require a general level of communication. They are not directly involved in or impacted by the changes but they would benefit from knowing what is going on. . |

# Stakeholder Analysis

*[In this section describe the steps the project will take to analyse its stakeholders. This should include how stakeholders will be categorized or grouped as well as the level of impact they may have based on their power, influence, and involvement in the project.*

*There are several tools and techniques that can be used to help quantify stakeholders. A description of these tools and techniques should also be included in this section. If you have drawn up a Stakeholder map please provide it at Annex 1.*

* *What does your stakeholder map tell you?*
* *What means of engagement will you use?*
* *What are the preferred channels of communication?*
* *Did you identify any advocates for the change or any potential adversaries? How will you manage engagement with them?*

Start text here.

# Key Messages

*[Describe the key messages the project wants to deliver and explain how these are different, if they are, for key stakeholder groups.*

* *What are they key messages?*
* *When do you want to deliver them?*
* *Which communication channels will you use, for each stakeholder group?*

Start text here.

# Evaluate the effectiveness of the engagement

*[Describe the steps you will take to evaluate the effectiveness of your engagement plan once you have started to execute it.*

* *What feedback mechanisms will you put in place?*
* *How regularly will you see feedback from stakeholders?*
* *How will you refine your engagement plan to accommodate any feedback?]*

Start text here.

# Annex 1: Stakeholder Maps