<Project Name>

Stakeholder Plan and

Communications Approach

V\_1

#### Revision History (latest at top)

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| Date | Version | Description | Author |
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#### All parties have reviewed the attached document and agree with its content:

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| --- | --- | --- |
| Stakeholders | Name and Title | Date |
| Project Sponsor |  |  |
| Project Manager |  |  |
| Other Groups |  |  |
| Other Groups |  |  |
| Other Groups |  |  |
| Other Groups |  |  |

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## Introduction

The purpose of this Stakeholder Plan and Communications Approach is to identify the key stakeholders in the project, their interest in the project and the communications approach to be used throughout the project. This document will inform the project’s Tactical Communications Plan to ensure all parties are kept informed of project developments.

There may be a broad range of stakeholders all of whom may have differing interests in and influence on the project. Consequently, it is important for the project team to determine the communication requirements of these stakeholders to effectively communicate project information.

## Assessing Stakeholders and Readiness for Change

Engaging your Stakeholders is critical to the success of a project. Review the information in [section 5 of the Change Management Toolkit, Engaging Your Stakeholders](https://www.gre.ac.uk/articles/human-resources/5-engaging-your-stakeholders) to analyse project stakeholders and identify those who can have the most influence on the success, or failure, of your project.

### 2a. Stakeholder Analysis

Consider staff, other departments, management, unions, students and other clients. Include those who need to know about the change, as well as those impacted by it.

Using the information in [5. Engaging your stakeholders](https://www.gre.ac.uk/articles/human-resources/5-engaging-your-stakeholders) and the [Mapping Your Stakeholders](https://docs.gre.ac.uk/rep/information-and-library-services/communications-and-stakeholder-management-plan) document, list project stakeholders and their levels of power and influence to identify the level of influence they may have on the project:

|  |  |  |  |
| --- | --- | --- | --- |
| **Stakeholder Name**  List individuals or groups | **Power**  Low/High | **Interest**  Low/High | **Grouping**  Key Player/Influence/ Keep Informed/Monitor |
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Use the [Stakeholder Analysis document](https://docs.gre.ac.uk/rep/information-and-library-services/communications-and-stakeholder-management-plan) to consider how to engage these groups appropriately. Consider initially focusing on groups/individuals with high power over the success of the project, especially if their response to the change is likely to be negative. Time spent considering their needs and “winning them over” will be well spent.

For each individual or group listed above:

* Analyse their **response to the change** [e.g. what will be their main concerns/fear, where is there likely to be support for the change]
* **Identify their needs** in terms of change management and consider the style of communication required [language style & level]

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| --- | --- | --- | --- |
| **Stakeholder Name**  As above | **Grouping**  As above | **Response to Change** | **Change / Communication Needs** |
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### 2b. Assessment of Readiness to Change

Comment on the status of the change so far:

* is there a high-level strategy in place that stakeholders are already aware of and committed to that provides a framework for the change? e.g. One University, University Strategy or Digital Strategy.
* What elements might support the change? e.g. dissatisfaction with current processes; a workplace culture that supports change and innovation.
* Is there strong senior support for the change?

## Communications Approach

Reason for having a comms approach – list here.

#### Background

Provide the background to the project, the reasons why we are doing it and the desired outcome.

#### Communications Objectives

Objectives will vary project by project, but could include raising awareness/understanding, demonstrating the university’s commitment to staff/students/strategies, celebrating success, etc.

#### Communications Approach

What needs to happen to achieve the above objectives? E.g. provide information, define terminology, develop new communications methods, visual aids and/or a tactical comms plan.

#### Audiences

Use the above stakeholder map and analysis to identify audience groups and identify the preferred media for communicating or consulting with them about the change, e.g. sessions involving dialogue about the changes, newsletters, briefings from project team members, frequently asked questions.

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| --- | --- | --- | --- |
| **Stakeholder Name**  As above | **Grouping**  As above | **Preferred Media**  Updates from Project Team | **Preferred Media**  Stakeholder Feedback to project. |
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#### Channels

Identify the channels to be used for communications. The IC webpage gives a list of channels available via Internal Communications. ILS communications methods are also available. Review the ILS Communications Strategy document for a full list of channels available for ILS projects.

#### Key Messages

List the key messages to be used in communications.

#### Initial Communications Plan

The initial communications plan lists the communications activities identified during the planning stages of the project. The Initial Communications Plan should be created as a draft Tactical Comms Plan, to be developed into a full Tactical Comms Plan during the Delivery stage.