

STAKEHOLDER ENGAGEMENT PLAN

6

Project Name	:	
Project Sponsor	:	
Project Manager	:	
Organization / Department	:	
Document Owner	:	
Version / Date	&% 99 BBB	
Confidentiality	E	> 8

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Template status: Editable draft. Replace bracketed guidance with project-specific content before approval.

A. Document Control

Use this page to manage ownership, version history, reviews, approvals, and distribution control.

Version History

Version	Date	Author	Change Summary	Approved By
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			9	C
			9	C

Document Review and Approval

Role	Name	Review / Approval Responsibility	Signature	Date
E	C	6		9
E B	C	D		9
8 A	C			9
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Distribution List

Recipient / Group	Role	Access Level	Distribution Method	Update Frequency
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B. How to Use This Template

This Word template is designed to be edited directly. Keep the structure, replace bracketed text, and tailor the tables to your project's scale.

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Manual Table of Contents

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1. Purpose and Scope

Define why stakeholder engagement is needed and what this plan controls.

E /

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Scope Definition

Area	Description / Placeholder
>	A
:	A
:	
9	:
8	9

2. Project Overview

Summarize the project context so stakeholder needs can be interpreted correctly.

Project Snapshot

Item	Details
7	9
E	A
B	A
:	9
	7
=	>
	8

3. Stakeholder Engagement Objectives

Define what successful stakeholder engagement should accomplish.

Engagement Objectives

Objective ID	Objective	Success Measure	Target Date	Owner
: D %&	:	. %	9	D
: D %		6	9	D
: D %	>	D	9	D
: D %)	B		9	D

/D

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4. Stakeholder Identification

List stakeholders and determine whether they should be managed individually or as a group.

Stakeholder Identification Register

ID	Stakeholder / Group	Internal / External	Role	Reason for Interest	Primary Contact	Notes
%&	:	>	6	D	C	C
%%	8	:>	>	6	C	C
%%		:	9	E	C	C
%%		:>	6		C	C
%%	D	>	;	B	C	C
%%	8	:	6		C	C

Stakeholder Discovery Sources

Source	How It Will Be Used	Owner	Completion Date
E	>	D	9
D	>	D	9
8 ; E	>	D	9
		D	9
	>	D	9

5. Stakeholder Analysis Matrix

Assess each stakeholder's influence, interest, impact, support, and engagement priority.

A	/ & 2 A ' 2 B (2 =) 2 = ;	C
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Power / Interest / Impact Analysis

ID	Stakeholder / Group	Power	Interest	Impact	Current Attitude	Priority	Recommended Approach
%&	:	)	)	)		8	B 0
%%	:	'	)	)	C	=	8 0
%%		(	(	(		=	8
%%	8	)	'	)	C	=	>
		&)	&)	&)	C A	A	6
		&)	&)	&)	C A	A	6

Influence Mapping Notes

Stakeholder / Group	Formal Authority	Informal Influence	Dependency / Relationship	Engagement Risk
C	7			
C				
C				

6. Engagement Assessment

Compare current and desired stakeholder engagement levels.

Current vs Desired Engagement Matrix

Stakeholder / Group	Unaware	Resistant	Neutral	Supportive	Leading	Gap / Action Needed
				8	9	>
:			8	9		B
D		8	9			6
8			8	9		
			8 9	8 9		6

A	/ 8 2 8	9 2 9	A	0
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7. Stakeholder Engagement Strategy

Define targeted actions for each stakeholder or stakeholder group.

Engagement Strategy Plan

Stakeholder / Group	Engagement Need	Strategy	Key Actions	Owner	Start	Review
:		B	B00	EB	9	B
:	6	8	900	768A	9	7
D		8	A60	D	9	B
	6	>	800	8A	9	6
	C		6	D	9	8

Engagement Message Map

Audience	Core Message	Proof / Evidence	Call to Action	Tone
		7	6	:
:		9	?	8
D	=		8	8
6	B	:	6	

8. Communication and Engagement Schedule

Plan who receives what information, through which channel, how often, and from whom.

Stakeholder Communication Plan

Stakeholder / Group	Information Need	Channel	Format	Frequency	Sender / Owner	Feedback Method
		B	9	B	EB	B
E			6		EB	9
:	8		9;6F	B	8A	F6
			6		B	>
	C	8	;	;	D	;

Engagement Activity Calendar

Date / Period	Activity	Audience	Purpose	Owner	Output / Evidence
9		6	:	EB	6F6
9		B:	8	76	
9				EB	9
9		D	8	8A	
9	A	E	8	EBD	A

9. Expectations, Concerns, and Benefits

Capture stakeholder expectations, concerns, benefits, and possible resistance points.

Stakeholder Expectations Register

ID	Stakeholder	Expectation / Need	Project Response	Owner	Status	Due Date
1	Stakeholder A	Expectation 1	Response 1	Owner A	In Progress	2024-12-31
2	Stakeholder B	Expectation 2	Response 2	Owner B	Not Started	2025-01-15
3	Stakeholder C	Expectation 3	Response 3	Owner C	In Progress	2024-12-15
4	Stakeholder D	Expectation 4	Response 4	Owner D	Not Started	2025-02-01

Concerns and Resistance Log

Concern ID	Stakeholder / Group	Concern / Objection	Cause	Impact if Unresolved	Response Action	Owner	Status
1	Stakeholder A	Concern 1	Cause 1	Impact 1	Action 1	Owner A	In Progress
2	Stakeholder B	Concern 2	Cause 2	Impact 2	Action 2	Owner B	Not Started
3	Stakeholder C	Concern 3	Cause 3	Impact 3	Action 3	Owner C	In Progress

10. Roles and Responsibilities

Assign accountability for stakeholder engagement activities.

Stakeholder Engagement RACI

Activity	Project Sponsor	Project Manager	Communications Lead	Workstream Owner	PMO	Stakeholder Owner
Activity 1	Responsible	Responsible	Responsible	Responsible	Responsible	Responsible
Activity 2	Responsible	Responsible	Responsible	Responsible	Responsible	Responsible
Activity 3	Responsible	Responsible	Responsible	Responsible	Responsible	Responsible
Activity 4	Responsible	Responsible	Responsible	Responsible	Responsible	Responsible
Activity 5	Responsible	Responsible	Responsible	Responsible	Responsible	Responsible
Activity 6	Responsible	Responsible	Responsible	Responsible	Responsible	Responsible

68 >	/ 2	6 2 6	8 2 8	>2 >
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Stakeholder Relationship Owners

Stakeholder / Group	Relationship Owner	Backup Owner	Expected Contact Cadence	Escalation Path
Stakeholder A	Owner A	Backup A	Cadence A	Escalation A
Stakeholder B	Owner B	Backup B	Cadence B	Escalation B
Stakeholder C	Owner C	Backup C	Cadence C	Escalation C
Stakeholder D	Owner D	Backup D	Cadence D	Escalation D

11. Escalation and Issue Management

Define how stakeholder issues, conflict, delayed decisions, and objections will be managed.

Escalation Triggers

Trigger	Threshold	First Response	Escalation Owner	Escalate To	Target Resolution
9	3	8	EB		
	=	= &/&	D	EB	
8	B		8 A	EB	
E	:	A	8 A	A	>
8	>	;	EB		

Stakeholder Issue Log

Issue ID	Date Raised	Raised By	Issue Description	Impact	Action / Decision Needed	Owner	Status
> %&&	9	C	9	>	6	D	D
> %0%	9	C	9	>	6	D	D
	9	C	>	>	6	D	

12. Engagement Risk Register

Identify stakeholder-related risks and mitigation actions.

Stakeholder Engagement Risks

Risk ID	Risk Statement	Stakeholder / Group	Probability	Impact	Response Strategy	Owner	Review Date
1	Stakeholder A may not be fully engaged in the process.	Stakeholder A	Medium	Low	Monitor and communicate regularly.	John Doe	2023-12-15
2	Stakeholder B may have conflicting interests with the project goals.	Stakeholder B	Medium	Medium	Engage in dialogue to understand concerns and find common ground.	Jane Smith	2023-12-20
3	Stakeholder C may lack the necessary resources to support the project.	Stakeholder C	Medium	Medium	Identify alternative resources or provide support where possible.	John Doe	2023-12-15
4	Stakeholder D may not be aware of the project's progress or changes.	Stakeholder D	Low	Low	Regular communication and updates.	John Doe	2023-12-15

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13. Monitoring, Reporting, and KPIs

Track the health of stakeholder engagement and decide when action is needed.

Stakeholder Engagement Dashboard Measures

Metric	Definition	Target	Data Source	Reporting Frequency	Owner
Stakeholder Satisfaction Score	Score from 1 to 5 based on stakeholder feedback.	4.0 or higher	Stakeholder Surveys	Quarterly	John Doe
Stakeholder Engagement Rate	Percentage of stakeholders actively participating in the project.	75%	Project Meetings Attendance	Monthly	John Doe
Stakeholder Feedback Response Time	Time taken to respond to stakeholder feedback.	Within 48 hours	Feedback Log	Weekly	Jane Smith
Stakeholder Resource Availability	Percentage of stakeholders with the necessary resources to support the project.	80%	Resource Allocation	Quarterly	John Doe
Stakeholder Awareness of Project Progress	Percentage of stakeholders who are aware of the project's progress.	90%	Communication Log	Monthly	John Doe

Engagement Review Summary

Review Date	Overall Engagement Health	Key Improvements	Key Concerns	Decisions Needed	Next Review
2023-11-01	Good	Improved stakeholder communication.	Stakeholder A's resource availability.	Review resource allocation.	2023-11-15
2023-11-15	Good	Increased stakeholder participation.	Stakeholder B's conflicting interests.	Engage in dialogue with Stakeholder B.	2023-11-30

14. Review and Change Control

Define when the stakeholder engagement plan must be updated.

Plan Review Rules

Review Event	Review Question	Required Action	Owner
Annual Review	Is the plan still relevant and effective?	Update the plan if necessary.	John Doe
Stakeholder Request	Does the plan address the stakeholder's needs?	Revise the plan to address the request.	John Doe, Jane Smith, Alex Brown

Stakeholder Engagement Plan			TEMPLATE22.COM
Review Event	Review Question	Required Action	Owner
=	4		D
<	6 4	8	8 A
7	6 4		7 D

Change Control Log

Change ID	Change Requested	Reason	Impact on Engagement Plan	Approved By	Date
8=< %/%&	9		>	C	9
	9		>	C	9

15. Final Approval and Sign-Off

Use this section to approve the stakeholder engagement plan before execution.

7 : E

Approval Signatures

Approver Role	Name	Signature	Date	Comments
E	C		9	8
E B	C		9	8
EBD <	C		9	8
7 D	C		9	8

Appendix A. Stakeholder Category Guide

Use this guide when identifying stakeholders and grouping them into manageable categories.

Common Stakeholder Categories

Category	Examples	Typical Engagement Need
<	EBD	9
9	E	
7	7	
	:	6
6	F	:
:	8	

Appendix B. Engagement Method Menu

Select engagement methods based on stakeholder priority, information need, sensitivity, and desired engagement level.

Engagement Methods

Method	Best Used For	Strength	Watch-Out
&/&	=	7	8
		8	C
	A	:	A F 6
	9	;	C
9	E>	8	B
			A
8	6		
; 6F			B

Appendix C. Reference Guidance Used to Build This Template

This template structure was informed by current project-management stakeholder engagement guidance and commonly used template components.

E B > EB > EB >

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No.	Checklist Item	Complete?	Evidence / Notes
-		C	C
.	E>	C	C
&%	9	C	C