



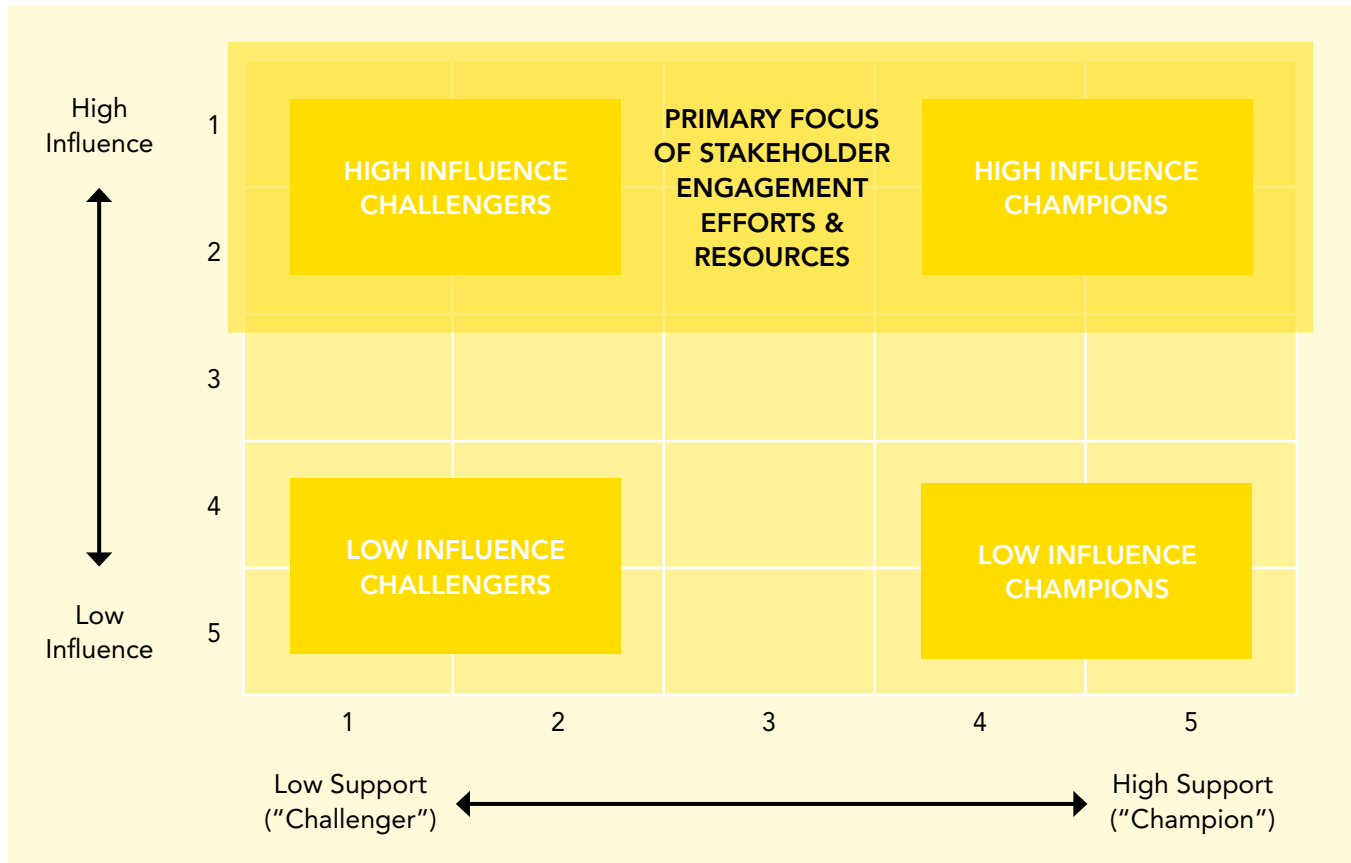
## 2.2 Stakeholder Engagement Planning Template

	Key Stakeholders	Interests & Priorities	Engagement Objectives	Key Activities
Customers				
Delivery Partners				
Strategic Partners				





## 2.5 Model for Prioritizing Stakeholders



The above model presented above has been adapted from Sharma (2008), who groups stakeholders into cohorts:

- **High Influence Challengers:** Outreach efforts should focus on converting these individuals to champions. Failing that, plan countermeasures that could help neutralize any actions they might take that could potentially harm or derail the project.
- **High Influence Champions:** Proactively leverage the positive energy from these individuals / groups to further your objectives and to build a strong foundation of support.

- **Low Influence Challengers:** Maintain awareness of any actions that could potentially harm the project, but put less energy into converting these challengers into champions
- **Low Influence Champions:** Ensure that positive relationships are maintained, but put less energy into further cultivating these champions.

According to Sharma, project leaders are best advised to allocate stakeholder engagement resources to the High Influence Challengers and High Influence Champions.



## 2.6 Communicating with Stakeholders

The following stakeholder map can be used to identify the most appropriate means of keeping stakeholders informed of developments within the project.

The four groups identified within the stakeholder map (Monitor, Keep Informed, Keep Satisfied, and Manage Closely) can provide the basis for a communication strategy.

