FREE Stakeholder Communication Template

Stakeholder Communication Plan

Communications Objectives

Make sure the objectives for the communication are clear:

- *What is the **MESSAGE** – linked to strategic objectives*
- *What are the **HOOKS** – the benefits to the audience (what's in it for me)*
- *What is your **AIM** in communicating – what you want to achieve*

Identify a small number of SMARTER objectives for your communication:
- *Specific*
- *Measurable*
- *Achievable*
- *Realistic*
- *Timely*
- *Ethical*
- *Recordable*
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Stakeholders & Audiences

Stakeholders
Consider and identify any stakeholders who may have an interest in the activity and need to be involved in the development of the communication. They could be in different parts
of the organisation, different levels, different locations. They will need to be involved in developing the message.

Stakeholders				
Stake Holder	**Interest**	**Location**	**Function**	**Risks**
Name	*What particular interest does this stakeholder have in the communication?*			*What are the risks of not involving this stakeholder?*
What is the status of the stakeholder? Critic?	*Your communications approach?* • *Manage closely* • *Monitor*	Potential involvement with your project?	Key actions and plans for communication	*High, medium or low risk stakeholder?*

Stakeholders				
Stake Holder	**Interest**	**Location**	**Function**	**Risks**
Blocker? Neutral? Supporter? Advocate?	• *Keep informed* • *Keep satisfied*			

Audiences

Identify all those who are the end point for communications. Consider audiences who may be impacted, involved in the successful delivery of a project or those who need to be made aware of the project.

Audiences		
Audience type	**Location**	**Function**
	•	•

Messages

Having defined the audiences, analyse each audience type and define the communication goal. Consider where the audience is now - different audience types may have different perspectives, different questions or concerns, different needs and wants.

The messages you define for each audience group should then be related back to the overall objective of the project communication.

Audiences			
Audience Type	**Current perspective**	**Purpose**	**Message Type**
	• *What do this audience type currently believe / understand*	• *Why communicate to this audience?* • *Do you want to achieve their:* *- Buy-in (intellectual or emotional)* *- Understanding* *– Commitment and support* *– Trust* *– Motivation*	• *What specific messages do you want the audience to hear*

Communication Plan

Prepare a plan that shows clearly what messages will be communicated, using which particular channel, by when.

Audience	Current Awareness	Objective of Communication	Medium/ Channel	Deliverables	Accountable (Who)	Date

Timescale

Finally it may be useful to consolidate this on a timescale basis so you can see clearly what is to be done when for example:

Time Message & Channel	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec

Implementation of Communication Plan

Make sure that the messages you use are kept simple. Identify any extra resources or skills that will be needed to support the implementation of the plan.

Measurement & Feedback

Identify what measures will be used to assess the effectiveness of the communication.

For further help or advice contact kk@karenkimberley.co.uk
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Visit YouTube to see Karen speaking on stakeholder communication.