Stakeholder Matrix – Template

IMPACT

INFLUENCE

*High*

*Low*

*Low*

*High*

External Stakeholder

Chief Executive

End Users

External Stakeholder

Internal Stakeholder

Internal Stakeholder

Stakeholder Management Plan – Template

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Stakeholder  Group | Subgroup | Key contact | Influence | Known needs / expectations | Engagement Frequency | Primary Channel to Engage | Key message(s) /output | Relationship Owner(s) | Target Engagement State |
| *ABC Branch* | *XYZ Team* | *Joe Bloggs* | *What level of influence does this stakeholder have on the success of the project?*  *(H, M, L)* | *What do we know about them - concerns, risks, areas of interest?* | *Monthly, Fortnightly, Weekly, Daily, Ad hoc* | *Face-to-face, scheduled meetings, email, newsletter* | *What is changing and why*  *How the change will benefit them, and their teams*  *Project key dates / milestones*  *UAT details*  *Learning information*  *Early Life Support details*  *BAU details* | *Project Sponsor, Business Owner, Project Manager, Change Manager* | *Own, Accept, Understand, Aware* |
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