# Stakeholder Engagement

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Stakeholder | unaware | resistant | Neutral | supportive | Leading |
| Sponsor |  | C |  |  | D |
| Customer | C |  |  | D |  |
| Supplier | C |  |  | D |  |
| Development team |  |  | C | D |  |
| Business team |  |  | C | D |  |

|  |
| --- |
| C: current  D: desired |

In this scenario:

The sponsor thinks it’s a bad idea, and we want him to invest in it.

The customer is not aware of our app, and we want to grab his attention through our marketing team.

Suppliers are also not aware of the app, but we will assign them a contract.

We need to choose a team to work on the project for both the development and business teams and get their support.

# Communication Plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| purpose | Responsibility | Audience | Medium | Contents | Frequency |
| Status update | Project sponsor | Sponsor | Meeting | Demo, issues, risks | Monthly |
| Product marketing | Support the project | Customer | Social media/ Email | Advertising | Weekly |
| Status update | Help in Development | Supplier | Meeting | Demo, ask | Monthly |
| Status update | Development | Development team | Meeting | Demo, issues, risks, ask | Weekly |
| Status update | Managerial | Business team | Meeting | Demo, ask, issues | Bi-weekly |