**Case Study: Stakeholder Engagement & Communication Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Stakeholder** | **Unaware** | **Resistant** | **Neutral** | **Supportive** | **Leading** |
| **Product owner** |  |  |  | D C |  |
| **Investors** |  |  | D | C |  |
| **Developers and Team** |  |  |  |  | D C |
| **Associated Stores** |  | C |  | D |  |
| **Consumers and Users** | C |  |  |  |  |

**Stakeholder Engagement**

**Communication Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Purpose** | **Responsibility** | **Audience** | **Medium** | **Contents** | **Frequency** |
| **Project status** | **PM, Team** | **Product owner** | **Meeting** | **Compliance, issues, risks** | **Bi-Weekly** |
| **Team status** | **Team** | **PM** | **Meeting** | **Compliance, issues, risks** | **Weekly** |
| **Project review** | **Team** | **PM** | **Meeting** | **Compliance, issues, risks** | **Monthly** |
| **Audit** | **QA** | **PM, Team** | **Meeting** | **Compliance, issues, risks** | **Monthly** |
| **Audit** | **QA** | **PM, Team** | **Meeting** | **Compliance, issues, risks** | **Monthly** |
| **Project status report** | **PM, Team** | **Product owner** | **Email** | **SV, issues, risks** | **Bi-Weekly** |