**Detailed Communication & Stakeholder Engagement Plan**

**Project:** Odoo ERP Integration for Safaricom Telecom  
**Version:** 1.0  
**Date:** [Insert Date]

**A. Purpose**

To define a structured approach for effective communication and engagement with all project stakeholders, ensuring timely information flow, alignment, and active participation throughout the project lifecycle.

**B. Stakeholder Identification & Analysis**

| **Stakeholder Group** | **Role/Interest** | **Influence Level** | **Communication Needs** | **Engagement Strategy** | **Owner** |
| --- | --- | --- | --- | --- | --- |
| Executive Sponsor | Provides project funding and strategic direction | High | High-level status updates, decisions | Regular briefings, Steering Committee meetings | Project Manager |
| Project Team | Responsible for project execution | High | Detailed task updates, coordination | Daily stand-ups, collaborative tools | Project Manager |
| Business Units | End-users, requirement providers | Medium | Progress updates, feedback loops | Bi-weekly meetings, workshops | Business Analyst |
| IT Department | Technical support and infrastructure | Medium | Technical progress, integration status | Weekly technical meetings | Technical Lead |
| Vendors & Consultants | Deliver products and services | Medium | Delivery schedules, issue reporting | Weekly vendor meetings, SLAs tracking | Vendor Manager |
| Regulatory Authorities | Ensure compliance with telecom and data laws | Low | Compliance reports and audits | Formal reports, scheduled audits | Compliance Officer |
| Customers (Indirect) | End recipients of services | Low | Minimal direct communication | Feedback surveys, user training | Customer Service |

**C. Communication Objectives**

* Ensure clarity and transparency on project status and decisions.
* Facilitate timely issue resolution and decision-making.
* Promote stakeholder alignment with project goals and changes.
* Support user adoption through targeted engagement and training.

**D. Communication Methods & Channels**

| **Communication Type** | **Description** | **Frequency** | **Audience** | **Channel(s)** | **Owner** |
| --- | --- | --- | --- | --- | --- |
| Project Kickoff Meeting | Initial project overview and introductions | Once at project start | All stakeholders | In-person/Video Conference | Project Manager |
| Steering Committee Reports | High-level progress and risk updates | Monthly | Executive Sponsor, PMO | Email, Dashboard, Meetings | Project Manager |
| Status Updates | Detailed progress reports and issue logs | Weekly | Project Team, Business Units | Email, Project Management Tool | Project Manager |
| Technical Meetings | Deep-dive into technical integration status | Weekly | IT Department, Vendors | Video Conference, Chat Tools | Technical Lead |
| Change Notifications | Communicate approved changes and impacts | As needed | All affected stakeholders | Email, Collaboration Tools | Change Manager |
| Training Sessions | End-user and IT training on new systems | As per training plan | Business Units, IT Support | Workshops, E-learning Platforms | Training Coordinator |
| Compliance Reports | Regulatory status and audit reports | Quarterly or as required | Regulatory Authorities | Formal Reports, Meetings | Compliance Officer |

**E. Stakeholder Engagement Strategies**

| **Stakeholder Group** | **Engagement Approach** | **Frequency** | **Owner** |
| --- | --- | --- | --- |
| Executive Sponsor | Strategic updates, decision involvement | Monthly | Project Manager |
| Project Team | Collaborative work sessions, daily check-ins | Daily / Weekly | Project Manager |
| Business Units | Workshops, feedback sessions, pilot testing | Bi-weekly / Milestone | Business Analyst |
| IT Department | Technical coordination and issue resolution | Weekly | Technical Lead |
| Vendors | Performance reviews, coordination meetings | Weekly | Vendor Manager |
| Regulatory Authorities | Compliance reporting and audits | Quarterly / As needed | Compliance Officer |

**F. Communication Matrix (Sample)**

| **Stakeholder** | **Information Required** | **Communication Frequency** | **Preferred Channel** | **Responsibility** |
| --- | --- | --- | --- | --- |
| Executive Sponsor | Project status, risks, decisions | Monthly | Email, Meetings | Project Manager |
| Business Units | Progress, requirements, training | Bi-weekly | Workshops, Email | Business Analyst |
| IT Department | Integration status, issues | Weekly | Video Conference | Technical Lead |
| Vendors | Deliverables, timelines | Weekly | Email, Meetings | Vendor Manager |
| Regulatory Bodies | Compliance reports | Quarterly / As needed | Formal Reports | Compliance Officer |

**G. Feedback and Escalation**

* Feedback collected through surveys, workshops, and direct communications.
* Issues escalated through formal channels up to the Steering Committee if unresolved.

**H. Tools & Platforms**

* Project Management Software (e.g., Jira, MS Project)
* Collaboration Platforms (e.g., Microsoft Teams, Slack)
* Email and Newsletter Distribution
* E-learning platforms for training
* Document Repositories (e.g., SharePoint, Confluence)