**Stakeholder Mapping & Engagement Plan**

**Purpose:**

To identify key stakeholders, assess their influence and interest, and develop a tailored engagement strategy to ensure project success and alignment with business goals.

**Stakeholder Matrix:**

| **Stakeholder** | **Role** | **Interest** | **Influence** | **Engagement Strategy** |
| --- | --- | --- | --- | --- |
| CTO | Sponsor | High | High | Weekly steering briefings |
| Network Operations Head | Technical lead | High | High | Daily syncs + status dashboards |
| Regulatory Authority | Compliance oversight | Medium | High | Monthly reporting & audits |
| CFO | Budget owner | Medium | High | Bi-monthly financial updates |
| End Customers | Service users | High | Low | Satisfaction surveys, app alerts |
| AI Vendor (3rd party) | Technology provider | High | Medium | SLAs, joint war rooms |
| Field Engineers | Execution | Medium | Medium | Training, feedback loops |
| Customer Service | Interface with users | Medium | Medium | Playbooks, escalation guides |
| Marketing Team | Go-to-market | Medium | Low | Feature briefings, demos |
| Infrastructure Partners | Deployment support | Low | Medium | Procurement meetings |

**Engagement Tactics:**

* **Steering Committee**: Bi-weekly to align leadership and remove blockers.
* **Stakeholder Briefs**: Dashboards and reports for visibility.
* **Training Workshops**: Upskilling for internal teams.
* **User Feedback Channels**: App-based survey integration.
* **Risk Communication Plan**: Early alerts to high-influence stakeholders.