Stakeholder Communications Plan – Digital Transformation

# 1. Stakeholder Groups & Needs

This project brings together a mix of internal and external people, each with their own priorities. The IT team is mostly focused on making sure the rollout is safe and that nothing breaks in the process. They're also keeping a close eye on data security. Operations just want things to work smoothly so their day-to-day jobs aren’t made harder. Leadership is looking at the big picture — they want to see results and make sure money is being well spent. Customers just care that the system is simple, works well, and doesn’t mess with their experience. Regulators, as expected, want to be kept in the loop and know that we’re staying compliant with everything that’s required.

* IT Department:
* How will the system affect existing infrastructure? (Source: Gartner IT Trends 2024)
* Will updates be tested properly before going live? (Source: TechRepublic)
* Operations Team:
* Will it make our daily work easier? (Source: Forbes Digital Adoption)
* How will we be trained on the new system? (Source: McKinsey article on workforce transition)
* Executive Leadership:
* What’s the return on investment? (Source: Harvard Business Review)
* Will this help us hit our strategic goals? (Source: Deloitte Leadership Insights)
* Customers:
* Is the new system easy to use? (Source: Nielsen UX Report)
* Will my data be safe? (Source: Which? Data Privacy Guide)
* Regulators:
* Are we staying compliant with new regulations? (Source: ICO Official Guidance)
* Will we get updates when data handling changes? (Source: GDPR.eu)

# 2. Communication Channels & Frequency (with Rationale)

I picked communication tools and methods based on what each group actually uses and responds to. For leadership, a clear, well-written briefing or email does the trick — they want the facts and don’t need fluff. The IT and Operations teams, however, work better with regular updates and quick messages, so I’ve gone with Teams and town halls. Customers usually don’t want long explanations, but a simple webinar where we show them what’s changing works well. As for regulators, it's important to stick to formal letters or reports to keep everything above board.

* IT Department:
* Channel: Microsoft Teams
* Frequency: Weekly check-ins
* Rationale: Quick updates and follow-ups. (Source: CIO.com)
* Operations Team:
* Channel: Department Town Hall (Zoom)
* Frequency: Monthly
* Rationale: Provides a space to ask questions and see updates clearly. (Source: McKinsey article)
* Executive Leadership:
* Channel: Email Briefings
* Frequency: Bi-monthly
* Rationale: Concise and formal summaries of progress. (Source: Harvard Business Review)
* Customers:
* Channel: Webinars
* Frequency: Every 2 months
* Rationale: Visual demonstrations help understanding. (Source: HubSpot Webinar Trends)
* Regulators:
* Channel: Formal Compliance Letter
* Frequency: As needed before/after changes
* Rationale: Maintains legal communication standards. (Source: ICO)

# 3. RACI Diagram Overview (Summary)

Everyone involved has a different role, and it’s important that’s clear. The Communications Lead is usually in charge of actually getting updates out — they write, prepare, and send the messages. Someone has to take ownership though, so the Executive Sponsor is accountable, especially for top-level updates. Other people like the Operations Manager or IT Change Manager might not be writing updates, but they’re consulted for their input. And then some groups, like front-line staff, don’t need to be involved in the writing — they just need to be kept in the loop once it’s all done.

Example Task: Host department-level town hall

* R: IT Change Manager
* A: Communications Lead
* C: Operations Manager, Executive Sponsor
* I: All front-line employees

# 4. High-Level Timeline

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| --- | --- |
| Date/Month | Communication Activity |
| May 2025 | Send executive briefing via Zoom |
| June 2025 | Conduct department town halls |
| July 2025 | Publish intranet announcement |
| August 2025 | Issue regulatory compliance letter |
| September 2025 | Host customer webinar |

# 5. Conflict Resolution Considerations

Conflict: IT Department vs. Operations Teams  
• IT prefers a slower, secure rollout. Ops wants things done quickly to improve efficiency. I’d speak to IT about doing changes in safe phases, and reassure Ops that they’ll see progress without risking downtime.  
  
Conflict: Executive Leadership vs. Front-Line Employees  
With IT and Operations, I know from experience they can butt heads — IT always wants to test everything carefully, while Ops are more about speed. So I’d meet with both, explain we’re going step by step, and make sure IT feels safe while showing Ops they won’t be left waiting too long. As for Executives and Front-Line Staff, it’s a classic clash. Execs are looking at numbers, targets, and deadlines. Staff are just thinking, 'What does this mean for me?' So I’d be honest with the staff, let them ask questions, and keep communication open. At the same time, I’d let the leadership team know that if we keep staff informed and supported, they’ll actually work better and faster , which is what everyone wants.

("This plan is really about keeping everyone in the loop and making sure people feel supported as things change. If we use the right ways to communicate and stay organised with who does what, it’ll help the whole thing go more smoothly and keep everyone on the same page.")