Stakeholders Engagement

Stakeholders	Unaware	Resistant	Neutral	Supportive	Leading
our company					C D
Development team			C	D	
Business owners			C	D	
End users	C		D		

- Out company is leading because it is important for it that the project is successful, as it will impact the company positively
- Development team is neutral and I need to make them supportive for the project to have a better chance of success.
- Business owners are neutral and I need them to be supportive, because this will make them refer the project and our company to other business owners and we will have a greater chance of expansion
- End users are unaware at this stage and I need them to be aware and to be neutral to get their actual feedback when they try and use the program.

Communications Management Plan

Message / Purpose	Responsibility	Audience	Medium	Contents	Frequency / Timing
Project Status	PM	Steering Committee	Meeting	Demo, Status, Issues, Ask	Bi-weekly
Team Status	PM	Development team	Meeting	Demo, Status, Risks, Ask	Weekly
Project progress	PM – Development Team	Business Owners	Meeting	Status, Delivery date If available	Bi-weekly
Project Status	PM – Development Team	End Users	Meeting / Via Phone call	Project aim, Delivery date if available	Monthly