

Communications Plan

Project XXXX  
Client YYYY

<<Note: This document provides a generic template. It may require tailoring to suit a specific client and project situation.>>

Table of Contents

[1 Purpose of this Document 3](#_Toc260300033)

[2 Stakeholders 4](#_Toc260300034)

[3 Communication Requirements 5](#_Toc260300035)

[4 Communication Mechanism 6](#_Toc260300036)

[5 Communication Timetable 7](#_Toc260300037)

Document Information

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# Purpose of this Document

<<This document describes the Communications Plan for the <<XXX project>>.

Enterprise architectures contain large volumes of complex and inter-dependent information. Effective communication of targeted information to the right stakeholders at the right time is a critical success factor for enterprise architecture. Development of a Communications Plan for architecture allows for this communication to be carried out within a planned and managed process.>>

# Stakeholders

## Stakeholders

|  |  |
| --- | --- |
| **View Name** | **Stakeholders** |
| **Stakeholder** | Sponsor |
| **Concern** | Who will be impacted by the architecture?  Who must be consulted about what aspects of the architecture? |
| **Description** | There are two types of stakeholders:   * Those who can influence a business activity or project * Those who are impacted by a business activity or project   The two types of stakeholder should be addressed separately, with particular care and attention paid to any stakeholder who falls into both groups.  An understanding of the benefits case for all stakeholders is crucial to ensuring the success of a project. If a group of stakeholders exists that will not benefit from, or worse will be disadvantaged by, a project then the scope, mission, strategy, and objectives of the business unit/project may need to be revisited. |
| **Guidance** | For a stakeholder analysis the next steps are necessary:   * Define all relevant stakeholders * Assess the nature of each stakeholder’s interest/concern * Assess the nature of each stakeholder’s influence * Map stakeholder relationships * Map stakeholder coalitions * Construct a matrix of stakeholder priorities   When defining the stakeholders, a stakeholder mapping (as a visual representation of stakeholders and their relationship to the mission and strategy) can be a vital tool.  During a project it is important to monitor the stakeholder interests, relationships, and coalitions. |

|  |  |  |  |
| --- | --- | --- | --- |
| **Reference-ID\*** | **Title\*** | **Stakeholder Description** | **Concerns** |
|  |  |  |  |

# Communication Requirements

## Overview

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| --- | --- |
| **Communication Requirement** | **Notes** |
| << Communication Requirement 1>> | <<Notes>> |
| << Communication Requirement 2>> | <<Notes>> |

## Managerial Approach

# Communication Mechanism

## Events

## Channels

## Formats

## Content

# Communication Timetable

## Key Activities and Associated Milestones

## Duration, Effort, and Resources