|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Stakeholder | Unaware | Resistant | Natural | Supportive | Leading |
| Customer | C |  |  |  |  |
| Business Owners | C |  | C | D | D |
| Investors |  | C |  | D |  |
| Vendors | C |  | C | D |  |
| Employee |  |  | C |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Message / Purpose | Responsibility | Audience | Medium | Contents | Timing |
| Project Status | PM | Customer | Meeting | Prototype – Timeline | Monthly |
| Team Status | PM | Team | Meeting | Workflow | Weekly |
| Project Review | PM | Business Owners – Investors | Meeting – Email | Workflow – prototype – timeline | Monthly |
| Audit | QA | PM – team | Meeting | Risk – workflow | Weekly |
| Project Status Report | PM | Customer | Email | Prototype – Timeline | Monthly |