Stakeholder Communication and Strategy Plan
Notary Index Project (Sample Kate Erickson)

	Clarity		Commitment		Business Capability	Sustaining Change
Tier 1 Stakeholders • Senior Leaders • Key Decision Makers	• Engage 1:1 to validate project scope, business case and priority	• Engage 1:1 vet solutions timeline and cost	• Communicate progress • Engage 1:1 in small meetings regarding risks and issues	Engage in issue resolution and removal of obstacles and /or blockers.	• Discuss business readiness plans and ask for support.	Provide updates on adoption and success metrics (value realization)
Tier 2 Stakeholders • Project Team • Project Contributors • Extended Team Members		• On-board Project team members (e.g. project kick-off); ensure project understanding or purpose and scope	• Provide project updates • Engage in gathering requirements	• Engage in testing	• Assist with business readiness activities • Share success metrics	• Publicly acknowledge and thank team and contributors • Celebrate success
Tier 3 Stakeholders • Change Recipients • Tangential Stakeholders		• Create project awareness, (what it is, why, approximate timing, etc.)	• Provide more details about what will be changing and why	• Show sample reports, work through process changes, demo functionality and/or share screen shots	• Provide guidance on why and how to adopt changes • Engage in training and distribute reference materials • Training and establishing super users as resources fore each departments	• Share tips, communication wins to build momentum on successes • Engage in Lessons Learned through feedback and improvement efforts