

# Stakeholder Communication and Strategy Plan

## Notary Index Project (Sample Kate Erickson)

	Clarity	Commitment	Business Capability	Sustaining Change		
Tier 1 Stakeholders <ul style="list-style-type: none"><li>• Senior Leaders</li><li>• Key Decision Makers</li></ul>	<ul style="list-style-type: none"><li>• Engage 1:1 to validate project scope, business case and priority</li></ul>	<ul style="list-style-type: none"><li>• Engage 1:1 vet solutions timeline and cost</li></ul>	<ul style="list-style-type: none"><li>• Communicate progress</li><li>• Engage 1:1 in small meetings regarding risks and issues</li></ul>	Engage in issue resolution and removal of obstacles and /or blockers.	<ul style="list-style-type: none"><li>• Discuss business readiness plans and ask for support.</li></ul>	Provide updates on adoption and success metrics (value realization)
Tier 2 Stakeholders <ul style="list-style-type: none"><li>• Project Team</li><li>• Project Contributors</li><li>• Extended Team Members</li></ul>		<ul style="list-style-type: none"><li>• On-board Project team members (e.g. project kick-off); ensure project understanding or purpose and scope</li></ul>	<ul style="list-style-type: none"><li>• Provide project updates</li><li>• Engage in gathering requirements</li></ul>	<ul style="list-style-type: none"><li>• Engage in testing</li></ul>	<ul style="list-style-type: none"><li>• Assist with business readiness activities</li><li>• Share success metrics</li></ul>	<ul style="list-style-type: none"><li>• Publicly acknowledge and thank team and contributors</li><li>• Celebrate success</li></ul>
Tier 3 Stakeholders <ul style="list-style-type: none"><li>• Change Recipients</li><li>• Tangential Stakeholders</li></ul>		<ul style="list-style-type: none"><li>• Create project awareness, (what it is, why, approximate timing, etc.)</li></ul>	<ul style="list-style-type: none"><li>• Provide more details about what will be changing and why</li></ul>	<ul style="list-style-type: none"><li>• Show sample reports, work through process changes, demo functionality and/or share screen shots</li></ul>	<ul style="list-style-type: none"><li>• Provide guidance on why and how to adopt changes</li><li>• Engage in training and distribute reference materials</li><li>• Training and establishing super users as resources fore each departments</li></ul>	<ul style="list-style-type: none"><li>• Share tips, communication wins to build momentum on successes</li><li>• Engage in Lessons Learned through feedback and improvement efforts</li></ul>