|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **stakeholders** | **Unawared** | **Resistant** | **Neutral** | **Supportive** | **leading** |
| **Customer** |  |  | C | D |  |
| **Sponsor** |  |  | C | D |  |
| **Development team** |  |  | C |  | D |
| **Google maps** | C |  |  |  |  |
| **Shops** | C |  |  | D |  |
| **Rest of team** |  |  | C |  | D |
|  |  |  |  |  |  |

Engagement plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **message** | **responsibility** | **audience** | **medium** | **contents** | **Frequency/timing** |
| Project status , goals &if any new oppurtiunites | Pm | **Sponsor** | Meeting | Status, demo, opportunities, risks | Bi-weekly |
| Team status , motivation | Pm | **Team** | Meeting | Issues , ask ,motivation | Half-weekly |
| Status , increasing number of customer | Pm | **shops** | Phone calls , meetings | Issues , complaints ,offers | Weekly |
| New offers | Qa | **customer** | Phone calls | Issues, complaints ,offers | Weekly |
| Status , increasing number of customer | pm | **Google maps** | E-mail –phone calls | Increasing number of my customers | monthly |

Communications plan