

Stakeholder map

Stakeholder Map

Internal Stakeholders:

High Power, High Interest:

- Project Sponsor (VP of Customer Experience)
- President
- CEO
- User Representatives High Power,

Low Interest:

- Board of Directors
- CFO
- Legal Department

Low Power, High Interest:

- Customer Service Team
- Marketing & Communications Team
- IT Department
- Finance Department Low Power, Low

Interest:

- All other employees

External Stakeholders:

High Power, High Interest:

- Customers
- Industry Analysts
- Media

High Power, Low Interest:

- Regulatory Agencies
- Investors Low Power, High Interest:
- Vendors
- Partners Low Power, Low Interest:
- General Public

Target Audience	Message	Frequency	Channel	Responsible
Project Sponsor	Project progress, challenges, and successes	Bi-weekly	Project status reports	Project Manager

COMMUNICATION PLAN

President and CEO	Project status, key milestones, and impact on business objectives	Quarterly	Executive briefings	Project Manager
User Representatives	Project progress and impact on user needs	Monthly	Meetings, project updates	Project Manager
Customer Service Team	Project updates, training materials, and new procedures	Weekly	Team meetings, emails, training sessions	Project Manager, Customer Service Management
Marketing & Communications Team	Project updates, customer feedback, and key messaging	Monthly	Meetings, emails, press releases	Project Manager, Marketing & Communications
IT Department	Technology requirements, integration issues, and support needs	As needed	Meetings, emails, technical documentation	Project Manager, Technology Lead
Finance Department	Budget updates, cost forecasts, and payment approvals	Monthly	Meetings, budget reports, invoices	Project Manager, Finance Department
Board of Directors	Project overview, key milestones, and impact on financial performance	Quarterly	Board meetings, presentations	Project Manager, CEO
Media	Project launch, major milestones, and customer success stories	As warranted	Press releases, media briefings	Marketing & Communications

Vendors and Partners	Project updates, contractual obligations, and performance expectations	As needed	Meetings, emails, contracts	Project Manager, Procurement Manager
Customers	Project benefits, new features, and how to provide feedback	Ongoing	Website, email campaigns, social media, customer service interactions	Marketing & Communications, Customer Service Team