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| Company Name |
| Stakeholder Management Strategy |
| [Type name of programme/project] |

Place your company logo here

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| Insert name of document author  Select date |

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**Revision History**

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**Approvals and Sign-Off**

*This document requires approvals to be signed-off and released for live use*

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# Programme/Project ID

*Insert the programme/project ID*

# Processes, Standards and Definitions

*Set out the processes, standards and definitions that will apply to this programme/project ID. Reference any external or existing corporate standards for stakeholder management and/or communications*

# Roles and Responsibilities

*Describe the roles and responsibilities that will be established to identify, capture information about, manage relationships with and assess interest and influences of stakeholders in the programme. Identify who will be responsible for approval and delivery of key messages and information and for obtaining feedback about the programme/project:*

|  |  |  |
| --- | --- | --- |
| Key Message/Information | Responsibility | Timing/Frequency |
| *Briefly summarise the key message/information to be communicated e.g. vision* | *State who is responsible for this communication* | *Indicate when and how frequently* |

# Methods, Techniques and Tools

*Describe the specific stakeholder management methods, techniques and tools that will be used by the programme/project, including methods for identifying, categorising, grouping or analysing stakeholders. Define any specific procedures for handling sensitive information about stakeholders.*

# Communications Methods and Channels

*Describe the communications methods and channels that will be used by the programme/project, including both dissemination and feedback.*

# Communications Plan

*Define or reference any standard templates to be used to capture and maintain stakeholder information such as the Communications Plan (see separate template) and Stakeholder Register (see separate template)*

# Reporting

* 1. **Programme**

*Define the reports that will be required on stakeholder management and communications during the programme/project*

* 1. **Project**

*Define the reports that will be required from projects (if a programme) on stakeholder management and communications*

# Reviews and Assessments

*Indicate the timing and frequency of stakeholder management activities during the programme/project, including updates and reviews of the effectiveness of stakeholder communications and engagement.*

# APPENDIX: Communications Plan Template

# APPENDIX: Stakeholder Register Template