Stakeholder Matrix – Template

tbl

IMPACT

High

Low

INFLUENCE

Low — High

- Internal Stakeholder
- End Users
- Chief Executive
- Internal Stakeholder
- External Stakeholder
- External Stakeholder
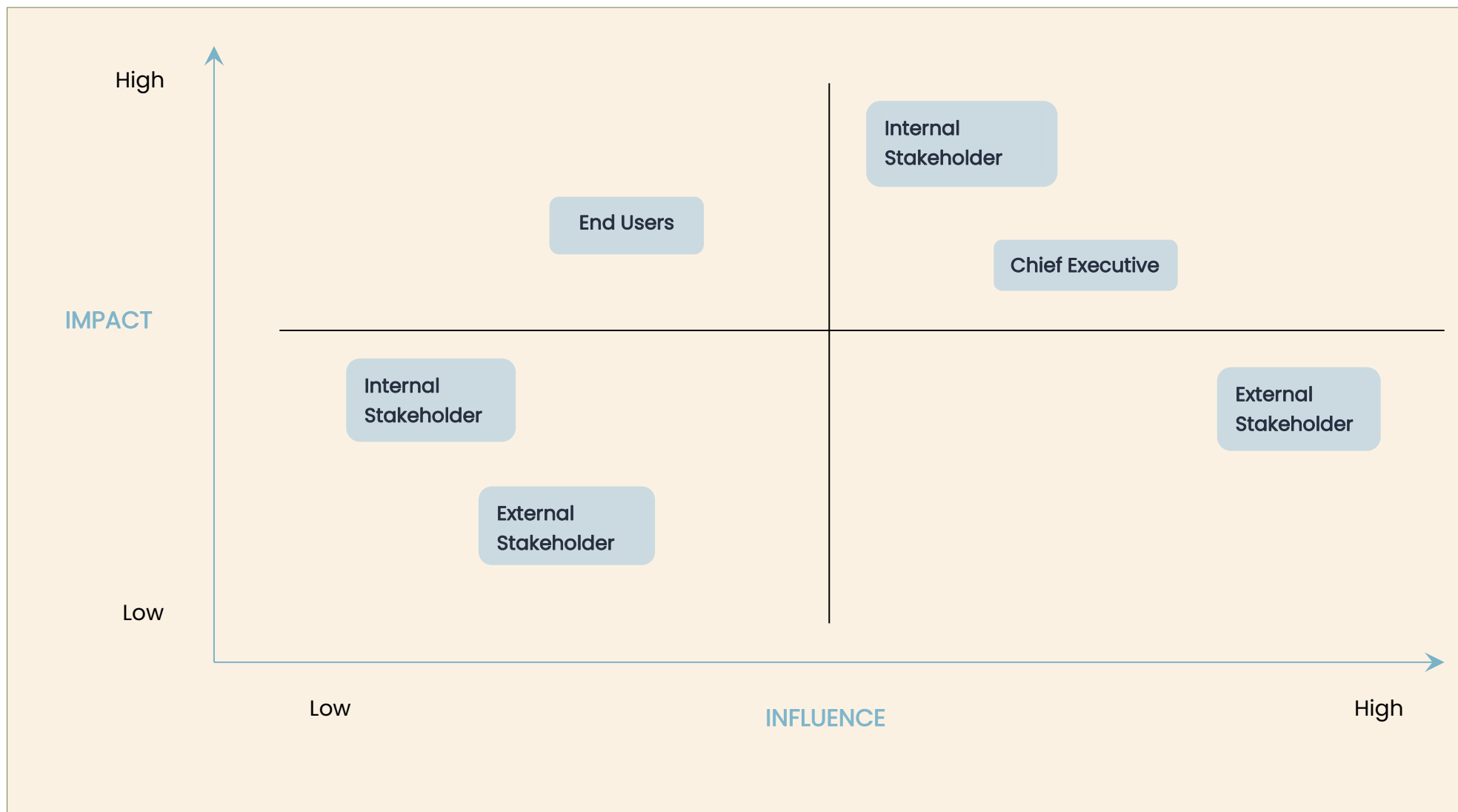
Stakeholder Management Plan – Template

Stakeholder Group	Subgroup	Key contact	Influence	Known needs / expectations	Engagement Frequency	Primary Channel to Engage	Key message(s) /output	Relationship Owner(s)	Target Engagement State
ABC Branch	XYZ Team	Joe Bloggs	What level of influence does this stakeholder have on the success of the project? (H, M, L)	What do we know about them - concerns, risks, areas of interest?	Monthly, Fortnightly, Weekly, Daily, Ad hoc	Face-to-face, scheduled meetings, email, newsletter	What is changing and why How the change will benefit them, and their teams Project key dates / milestones UAT details Learning information Early Life Support details BAU details	Project Sponsor, Business Owner, Project Manager, Change Manager	Own, Accept, Understand, Aware