

A stakeholder management process enables the effective management of relationships in a complex project, socio-cultural or political or business operations context. It is necessary when dealing with diverse and influential stakeholders on an issue or event of shared interest. This template helps you think through the management of these relationships in a structured and outcome-driven way.

| Sola Abulu & Associates (SA&A) Stakeholder Management Strategy & Planning Template | | | | | | | | | | | | |
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| STRATEGY | | | | | | | | PLAN | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| Name of Event or Activity | Business Context & Strategic Goals | Stakeholder | Stakeholder Interest and Issues | What we NEED the Stakeholder to Know & Do | How we WANT the Stakeholder to Feel | Desired Outcome | Key Performance Indicators | Proposed Messaging to the Stakeholder | Proposed Spokesperson to Deliver the Message | Tools & Platform | Time & Sequence | Feedback |
| This could be an event, operation, initiative or activity | What is the overall business or strategic objective? What is the current business context and strategic direction? What are the key business goals and how does this stakeholder relationship help achieve it? | Who is the stakeholder? (It could be a named individual, group, or business/regulatory role) | What is the point of view and mindset of this stakeholder about your objectives and activities? What is the history of your relationship? Is this an ally, advocate, or antagonist? | What is the key action required of the stakeholder? This should guide your planning | This would determine the choices made about how to engage the stakeholder and what to say. Content, language, and tone of messaging | What does success look like in measurable terms? What is the change you would like to see as an outcome of this engagement plan? | What are the specific and measurable targets that would indicate that we have achieved points 2 and 7. These KPIs should be tied to the identified objectives in point 2 | This should be guided by points 2 to 7 in the strategy section. And include messaging on concrete actions that would be meaningful to earning goodwill or achieving the desired outcome | Based on the knowledge and analysis of the stakeholder needs and your business and strategic objectives, who is the best person to communicate and engage with this stakeholder or group? | Where is the best possible location? What kind of engagement should it be and what tools of communication would best support? Speech? Publications? Audio-visual messaging? In person or online? One or one or group engagement? Points 3 to 7 should guide the decision on this | When should the engagement and communication take place and in what sequence? | How do you ensure that you get feedback as to how well the communication has landed or otherwise? |
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