# Stakeholder communications strategy template

The objective of stakeholder identification, analysis and management is to increase support for the SRM project (both internally and externally) by creating a communications strategy.\*

\*Note that internal and external stakeholders don’t need to be categorised, but you can choose to make separate communication strategies for these if you wish.

### Build support by following these steps:

1. **Plan**
2. **Map**
3. **Prepare comms strategies**
4. **Implement**

### PLAN

Identify influence\* and support indicators to ensure that stakeholders are mapped accordingly.

Influence indicators are things like:

* Seniority
* Personality
* Experience
* Role

(\*Note that very little can be done to change someone’s level of influence.)

Support indicators are things like:

* Stated or perceived interest
* Level of understanding
* Current working practices
* Level of involvement

### Stakeholder analysis

Brainstorm all the stakeholders who will be impacted or have an interest in the SRM programme, or who have specific supplier relationships. Stakeholders could include, but aren’t limited to: executives, service users, contract and performance managers. You can copy more cells to give more space to work.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder name | Business area | Job title | Perceived level of influence (High/Medium/Low) | Perceived level of support (High/Medium/Low) |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Stakeholder mapping**

Use the template to map out stakeholder information and perceived levels of influence and support. Put the stakeholders with the highest amount of influence at the top. Note whether each stakeholder is a supplier or an internal stakeholder.

This model will help you to understand where your stakeholders stand and how you can apply a management strategy.

|  |  |  |
| --- | --- | --- |
| Low support (sceptic) | Medium support (on the fence) | High support (ambassador) |
| For example, *John Doe*, *Manager*, *Business Name.* State supplier or internal. |  |  |
|  |  |  |
|  |  |  |

Influence on successful SRM & take-up

High

Low

High

Low

Current support for SRM

### prepare THE SUPPORT MODEL

Complete the below model by editing the examples provided. Have a think about the most appropriate management strategy for each stakeholder.

|  |  |  |
| --- | --- | --- |
| Low support (sceptic) | Medium support (on the fence) | High support (ambassador) |
| For example*, Identify how to increase support* | *Seek their advice & support* | *Involve extensively and collaborate with to influence others. Regular 1:1 meetings* |
| *Keep up to date with programme* | *Identify personal & organisational wins* | *Enlist as needed* |
| *Watch* | *Inform progress* | *Keep well-informed and involved* |

Influence on successful SRM & take-up

High

Low

High

Low

Current support for SRM

### Communications strategy

Good planning makes for more effective implementation. Work with your team to create a communication message and make sure you get this signed off by the relevant manager. You can copy more cells to make more space to work.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Stakeholder name | Business area | Job title | Communication message | Method | Frequency | Communicator | Signed off? |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
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