

# Table of Contents

<b>Stakeholder Engagement Plan Template</b> .....	3
<b>Stakeholder Engagement Plan</b> .....	4
<i>Project Information</i> .....	4
<i>Purpose of Engagement</i> .....	5
<i>Stakeholder Identification</i> .....	5
<i>Engagement Strategies</i> .....	5
<i>Communication Plan</i> .....	5
<i>Monitoring and Feedback</i> .....	5
<i>Roles and Responsibilities</i> .....	5
<i>Review and Adaptation</i> .....	5
<i>Approval</i> .....	5



# Stakeholder Engagement Plan Template

## What is Stakeholder Engagement Plan Template?

A Stakeholder Engagement Plan (SEP) template is a document that outlines a structured approach for identifying, analyzing, and engaging with stakeholders who have an interest in or are affected by a project, organization, or initiative. The purpose of the SEP is to ensure effective communication, build trust, and foster collaboration among stakeholders.

Here's a general outline of what a Stakeholder Engagement Plan Template might include:

### I. Introduction

- Project/Initiative overview
- Purpose of the Stakeholder Engagement Plan (SEP)
- Scope and objectives of stakeholder engagement

### II. Stakeholder Identification

- Definition of key terms: stakeholder, interest, influence, and impact
- Methods for identifying stakeholders:
  - + Existing lists or databases
  - + Surveys or questionnaires
  - + Interviews or focus groups
  - + Social media monitoring
  - + Reviewing existing documentation (e.g., reports, plans)
- Sample stakeholder list template:

Stakeholder ID	Name	Title/Organization	Interest/Influence	Impact
—	—	—	—	—
1	John Smith	CEO, XYZ Inc.	High interest, high influence	High impact
2	Jane Doe	Community Activist	Medium interest, medium influence	Low to moderate impact

### III. Stakeholder Analysis

- Stakeholder categorization:
  - + Primary stakeholders (directly affected or interested)
  - + Secondary stakeholders (indirectly affected or interested)
  - + Tertiary stakeholders (those with a peripheral interest or no direct stake)
- Stakeholder prioritization:
  - + High-priority: those with significant interests, influence, and impact
  - + Medium-priority: those with moderate interests, influence, and impact
  - + Low-priority: those with minimal interests, influence, and impact

### IV. Engagement Strategies

- Communication channels:
  - + Meetings (one-on-one, group)

- + Email or online platforms
- + Social media
- + Surveys or feedback mechanisms
- + Public events or town halls
- Content and tone:
  - + Clear, concise messaging
  - + Neutral or objective language
  - + Respectful and empathetic approach
- Frequency and timing:
  - + Regular updates (e.g., quarterly)
  - + Ad-hoc interactions as needed

## V. Engagement Activities

- Specific activities for each stakeholder group:
  - + Primary stakeholders: regular meetings, progress reports
  - + Secondary stakeholders: newsletters, social media updates
  - + Tertiary stakeholders: public events, community outreach programs
- Examples of engagement activities:

Stakeholder ID	Activity	Frequency/Timeframe
—	—	—
1	Quarterly project update meeting	Every 3 months
2	Monthly newsletter subscription	Ongoing

## VI. Monitoring and Evaluation

- Metrics for measuring stakeholder engagement:
  - + Feedback and response rates
  - + Engagement metrics (e.g., likes, shares, comments)
  - + Satisfaction surveys or assessments
  - + Progress toward goals and objectives
- Regular review and update of the SEP to ensure ongoing relevance and effectiveness.

Remember that a Stakeholder Engagement Plan Template should be tailored to your specific project, organization, or initiative. This outline provides a general structure for building an effective plan; you can customize it as needed based on your unique circumstances.

[stakeholder](#), [engagement](#), [plan](#), [template](#), [community](#), [outreach](#), [project](#), [management](#), [social](#), [media](#), [monitoring](#), [stakeholder](#), [analysis](#), [stakeholder](#), [identification](#), [stakeholder](#), [prioritization](#)

# Stakeholder Engagement Plan

## Project Information

- **Project Name:**

- **Project Manager:**
- **Date:**

## Purpose of Engagement

- **Purpose:** Describe the goals and objectives of engaging with stakeholders.

## Stakeholder Identification

John Doe	Sponsor	High	High Active Engagement
Jane Smith	Customer	Medium Low	Keep Informed

## Engagement Strategies

- **Information Sharing:** How and what information will be shared with stakeholders.
- **Consultation:** Methods for seeking stakeholder input and how it will influence decisions.
- **Involvement:** Ways in which stakeholders can be directly involved in project activities.

## Communication Plan

Project Updates	All Stakeholders	Email Newsletter	Monthly	Communications Team
Survey Results	Customers	Online Portal	After Surveys	Market Research Team

## Monitoring and Feedback

- **Monitoring:** Outline how stakeholder engagement will be monitored and measured.
- **Feedback Mechanism:** Describe how stakeholders can provide feedback on the project.

## Roles and Responsibilities

- **Project Manager:** Oversee the engagement plan and ensure its execution.
- **Communications Team:** Develop and distribute communication materials.

## Review and Adaptation

- **Review Schedule:** Set times to review the effectiveness of the engagement plan.
- **Adaptation Process:** Steps to adapt the plan based on feedback and project changes.

## Approval

- **Approved by:**
- **Signature:**
- **Date:**



Export as PDF

### Related:

- [Project management](#)

### External links:

- [Free Stakeholder Engagement Plan Templates | Smartsheet](#) —*smartsheet.com*
  - Download free stakeholder engagement plan templates in Excel, Microsoft Word, Adobe PDF, and PowerPoint formats.
- [5 Steps to a Stakeholder Engagement Plan \(Free Template\) \[2024\] • Asana](#) —*asana.com*
  - A stakeholder engagement plan (SEP) shows the involvement and influence of your stakeholders. Learn how an SEP can help you manage stakeholder relationships.

### Search this topic on ...



---

From:  
<https://www.almbok.com/> - **ALMBoK.com**

Permanent link:  
[https://www.almbok.com/project/templates/stakeholder\\_engagement\\_plan\\_template](https://www.almbok.com/project/templates/stakeholder_engagement_plan_template)

Last update: **2024/07/16 18:38**

