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A Stakeholder Engagement Plan enables communication with stakeholders to get support for your project. The plan outlines the location and form of communication, contact person, and communication frequency. Companies create the plan before the project starts and update it over time as stakeholders' needs change. All projects have stakeholders, but their involvement depends on the industry and project type. For instance, a software development project may have a few stakeholders, while a vast construction project may have many stakeholders. Project managers may not need to write a stakeholder engagement template for small projects. However, stakeholder engagement is critical to the success of massive projects with many stakeholders. The many stakeholders will have varying ideas and needs. Moreover, each will have unique powers and interests in the projects, necessitating specialized consultation. Regardless of the project size, it is essential to maintain a good relationship with the stakeholders for proper project management.Stakeholder engagement planning builds a solid foundation for gaining stakeholders' support for your project. You must tailor the plan to your project's size and other management plans. Once you have developed stakeholder engagement plans, you present them to the project management team and parent company for approval. Then, project managers implement and update the plans according to each stakeholder's status.The Project Management Body of Knowledge (PMBOK) recommends developing Stakeholder Engagement Plans. According to the sixth edition of PMBOK, stakeholder engagement planning is a crucial element that develops strategies to ensure stakeholders take part in making project decisions and execution processes. A Stakeholder Engagement Plan can be formal, informal, highly detailed, or with fewer details depending on the stakeholder's expectations and the project's needs.Project Stakeholder Engagement Plan Basic Stakeholder Engagement PlanAppvizer Stakeholder Engagement Plan TemplateA good engagement plan should have the following components:Stakeholder list. Your stakeholder engagement plan should list all the stakeholders. PMBOK calls the list Stakeholder Register. It would be best to be thorough when creating the list since underestimating a minor stakeholder and failing to communicate with them may cause the project's downfall. Project phase. The section identifies the stakeholders for each project phase. Contact name. You need to ensure you contact the right people. Some stakeholders, huge companies or the government, may have many lawyers, making it hard to communicate with them. Consequently, it may lead to project delays. Influence area. This section defines the stakeholder's stake. It highlights how the stakeholders' interests overlap with the project, their goals, and why they are interested. Stakeholder engagement can only be meaningful if there is a mutual understanding. Power. All the stakeholders have the power to stop or change the project. You can remove stakeholders' power, but you will pay for it. You may incur monetary costs, or the stakeholder may be unhappy and influence other stakeholders to withdraw from the project. Engagement approach. The plan must also include strategies for engaging each stakeholder. It should highlight the frequency and forms of communication, such as daily, weekly, or monthly emails, phone calls, or face-to-face meetings. It should also highlight the content of the communication, like design information and project progress.Stakeholder engagement and management are essential for the delivery of successful projects. The project management team relies on people's feedback on the outputs and benefits they offer. Remember that people can only respond if involved in the project. Below are some stakeholder engagement principles you should follow to achieve your goals.Identify all stakeholders through different methods, including an assessment matrix, influence diagram, salience model, or stakeholder cube. Stakeholders are individuals with a positive or negative interest in what you are trying to accomplish. Depending on your project's size, you may have a few or many stakeholders. Find stakeholders who are powerful enough to drive or stop your goal. Doing this will help you narrow down the stakeholders contributing to your project. Identifying individuals or groups with the most significant interest in your outcome is also important, even if they lack power. These stakeholders may work harder to ensure the successful completion of the task. You should push for your goals in the minds of positive stakeholders and minimize telling negative stakeholders to achieve maximum engagement. Active engagement. It is essential to proactively engage your stakeholders from the initial evaluation stages to the end. You need to consider what each stakeholder finds a significant issue and allow them to contribute meaningfully to the project.Managing stakeholders' engagement is one of the most challenging tasks for a project manager. Different techniques exist to improve your stakeholder management process, such as a stakeholder engagement matrix.The stakeholder engagement assessment matrix is a powerful project management model project managers use to monitor stakeholder engagement levels. The technique also identifies potential gaps in the levels of engagement and forms discussions about each stakeholder's desired level of involvement. The stakeholder engagement matrix was introduced as part of several processes in the PMBOK, including:Communications management planning Communications monitoring Stakeholder engagement planning Stakeholder involvement monitoringThe stakeholder matrix documents the desired involvement of every stakeholder in the planning processes. In the monitoring processes, the matrix compares the degree of stakeholder involvement to the level desired by project managers. As a result, it helps you to identify gaps and know how to handle them.Identifying how stakeholders feel about the project will help you in many ways:The matrix helps you identify stakeholders who broadly support the project and ensures you communicate in such a manner to gain their continued support. You can ensure these stakeholders have current information about the project. If the stakeholders are influential and trusted, you can encourage them to share the information.People who are disinterested in change can negatively impact your project's success. You need to identify stakeholders who seem unaware of the project and develop an effective communication plan to increase their awareness and involvement. Keeping people in the loop and getting feedback will make them active participants.A stakeholder engagement assessment matrix has many rows representing individual or homogenous stakeholder groups. The columns show the degree of involvement of the stakeholders. Stakeholders can be classified in various ways:Unaware. It is the first level where stakeholders do not know about the project and how it may impact them. Resistant. In this category, stakeholders are aware of the project but resist change. Neutral. Neutral stakeholders know about the project but do not support or resist it. Supportive. At this level, stakeholders know about the project and its outcome and fully support it. Leading. Leading stakeholders know about the project and how it will impact them and are proactive in ensuring the successful delivery of the project. They are typically referred to as change champions.According to the PMI's taxonomy, the letter C documents the current degree of engagement while the desired level is labeled as D. A C can appear in any of the five columns. In contrast, a D does not apply to resistant and unaware columns since you will not want to have incompetent stakeholders in your project.You should consider the steps below when developing a stakeholder engagement plan:Classify stakeholders. It is the first step to developing an engagement plan for stakeholders. In this step, you classify the stakeholders to help you plan the next steps effectively. You can categorize stakeholders as supporting or opposing. Stakeholders can also be grouped as upwards, downwards, sideways, or outwards. For instance, upwards are stakeholders from the parent company, while sideways consists of project contractors and suppliers. Outwards can be used to categorize competing projects, and downwards are the project management team and suppliers. Develop the power grid. A power grid is a tool for analyzing stakeholders. The tool defines stakeholders' power on the y-axis. Power refers to the stakeholder's influence to change the project. On the other hand, the x-axis contains the stakeholder's degree of interest. The level of interest defines how the stakeholders' interests overlap with the project. In other words, it is the stakeholders' stake in the project. Define power. The location of the stakeholder on the graph is important, but you should conduct a verbal analysis of the stakeholder's power to determine the stakeholder's genuine interest in the project. Determining stakeholders' power will help you determine their level of influence. If the stakeholders significantly impact the project, you must update them on the process. Outline interest. It is essential to define stakeholders' interest in the project. You can do this by expanding and analyzing the location of stakeholders on the chart. You need to prioritize the business interests of the stakeholders and fully describe their needs and wants so that the project management team gains an in-depth understanding and strategizes how to engage them. Create a stakeholder engagement plan. Conducting a power and influence analysis will help you develop the best stakeholder engagement plan. The information will help you itemize stakeholders' communication needs, determine suitable communication forms for each stakeholder, and choose the communication frequency.Stakeholder engagement plans are essential to projects that require them. Constantly improving the stakeholder consultation process will drive more success than sticking to a rigid plan. There are many ways you can enhance stakeholder involvement in your projects. These include the following.When you show you care, stakeholders will understand that you want to win them on your side and will assume you have an effective plan to do that. Organizations with a more aggressive and poor attitude toward strong-arm stakeholders to approve their projects get adverse outcomes. An empathetic-free attitude will make stakeholders develop opposition to your change. Despite your ability to stop their ideas and concerns, the stakeholders may spread negative words about your organization, which will significantly cost you money and time to neutralize the bad word of mouth. It would be best if you exercised empathy when opposing stakeholders' suggestions to prevent you from damaging your reputationOrganizations that wish to increase their profit margins often take up projects in the private sector. Government and non-governmental organizations also set goals that align with the conflicting interests of stakeholders. However, not all stakeholders are all about money; some aim to promote the social benefits of the project, for example, employment benefits and income generation. Therefore, when presenting your project idea to stakeholders or consulting them, you should emphasize societal benefits rather than focusing on profits only. There are project structures that are highly profit-driven at the expense of others, so you should evaluate your plan and make the necessary changes.Most people want and love to be heard. When you allow stakeholders to voice their ideas and concerns, it can bring a lot of transformation. Most stakeholders know you may let them share their ideas but ignore them. So, they will be aligned with your goals when they know you have genuinely listened to them and implemented their ideas.Project managers have several responsibilities, including initiating, planning, controlling, executing, and monitoring projects focusing on achieving specific organizational goals. They also need to ensure stakeholder engagement. However, this role is often overlooked, especially by new project managers, since they do not know the stakeholders' power in the project's failure or success. You need to familiarize yourself with stakeholder engagement tools and skills to increase the chances of project success. An example of stakeholder engagement is when a council constructs a memorial to honor veterans in the local war. The council will need to consult with the families of the veterans about the project, consult a local sculptor on the best design, and involve the media in promoting the project's launch.Companies make decisions that affect the interests of stakeholders. However, remember stakeholder groups are unequal; some may need daily updates on project developments, while others will need minimal contact. A stakeholder engagement strategy helps you plan the frequency of communication with various stakeholders and select the ideal communication tools.Engagement strategy. Here, you review past levels of engagement and set the vision for future stakeholder engagements. Stakeholder mapping. In this stage, you define the criteria to select and prioritize stakeholders. In addition, you choose the best involvement mechanisms. Preparation. The preparation stage helps you to focus on your long-term objectives and budget for engagement. Engagement. Conduct the engagement while ensuring equitable contributions from each stakeholder and mitigating any tension. Action. The action plan lets you identify opportunities based on stakeholders' feedback and revisit your goals. From the feedback, you can plan your future involvement steps.Stakeholder engagement enables companies to collaborate with or inform their stakeholders about the ongoing project. The process involves identifying, mapping, and prioritizing stakeholders to know the best methods for effective communication using the available tools.Stakeholder engagement is critical in helping organizations consider the needs and opinions of individuals with a stake in their form. Consequently, it enhances trust and connections and builds confidence in your organization. When you conduct stakeholder engagement appropriately, it will prevent conflicts among different stakeholder groups. It will also eliminate uncertainties, stakeholder disengagement, dissatisfaction, and resistance to the project.Smoothing and compromising are conflict resolution techniques applied in different situations. Smoothing emphasizes the areas of agreement to both parties and downplays areas of disagreement to resolve the matter.Project managers use this technique when they need a temporary resolution. In contrast, compromising involves both parties giving up something to find areas of agreement that partly satisfy each party. Managers use the method when there is a need to reach a mutual and acceptable solution for both partiesShane Drumm, holding certifications in PMP®, PMI-ACP®, CSM, and LPM, is the author behind numerous articles featured here. Hailing from County Cork, Ireland, his expertise lies in implementing Agile methodologies with geographically dispersed teams for software development projects. In his leisure, he dedicates time to web development and Ironman triathlon training. Find out more about Shane on shanedrumm.com and please reach out and connect with Shane on LinkedIn. We've collected the top free stakeholder engagement plan templates in Excel, Microsoft Word, Adobe PDF, and PowerPoint formats. Use these templates to organize stakeholder information and outline an engagement plan, both crucial to project planning. Included on this page, you'll find a customizable stakeholder update template with a matrix, a basic stakeholder engagement plan template, and a sample strategic engagement plan template. You'll also learn about what elements to include in a stakeholder engagement plan, how to create a stakeholder engagement plan, and more. Download a Sample Stakeholder Management Template for Excel | Microsoft Word Download a Blank Stakeholder Management Template for Excel | Microsoft Word Strengthen your project's strategic communication plan and improve transparency by using this stakeholder management template. Available in a blank, fillable version or with sample text, this tool allows you to list your stakeholders and their titles, as well as track communication methods and frequency. The template is organized into three sections (one for basic information, one for information about the project, and one for the level of each stakeholder's commitment), making it easy to plug in all the key pieces of stakeholder information. Learn how to create stakeholder management and communication plans. Download the Stakeholder Update Template With Matrix for Excel | Google SheetsUse this stakeholder update template with a matrix to build an analysis for engaging project stakeholders. The customizable spreadsheet provides space for stakeholder information, including anticipated involvement, motivation, and drivers. This tool gives you the power to visually represent each stakeholder's influence and support. Download a Sample Basic Stakeholder Engagement Plan Template for Excel | Microsoft Word | Adobe PDF | PowerPoint Download a Blank Basic Stakeholder Engagement Plan Template for Excel | Microsoft Word | Adobe PDF | PowerPoint Use this basic stakeholder engagement plan template to list your stakeholders, detail their roles in a project, and determine the communication channels your team will use to engage them. This template is available as a blank table or with example text. The table format makes it easy to locate specific information, including which engagement approach to use for a specific stakeholder and how often to communicate with them regarding your project. Download a Sample Strategic Engagement Plan Template for Excel | Microsoft Word | Adobe PDF | PowerPoint Download a Blank Strategic Engagement Plan Template for Excel | Microsoft Word | Adobe PDF | PowerPoint Use this strategic engagement plan template for a detailed communication strategy that includes each stakeholder's expectations and concerns. This tool is available in two versions: a blank version and one with sample text. The Initiation section promotes the transparency of each stakeholder's needs and brings attention to areas that you must address before such issues disrupt a project's scope. Enter all your stakeholders and project phases to build a comprehensive plan. Download a Stakeholder Engagement Assessment Matrix for Excel | Microsoft Word | Adobe PDF | PowerPoint A stakeholder engagement assessment matrix is a tool you use to document each stakeholder's current and ideal level of involvement. Complete the matrix before your project begins. Then use the matrix data to manage stakeholder engagement throughout your project's lifecycle. A stakeholder engagement plan (SEP) is a document that supplements your project plan for the purpose of identifying internal and external stakeholders and outlining a communication strategy that engages them effectively. The plan includes the frequency of communication, the communication platforms, and the type of information you are going to share based on each stakeholder's influence and area(s) of interest. An effective stakeholder engagement plan requires the following key elements: each stakeholder's name, role, degree of engagement, and level of influence, as well as the method and frequency for contacting each of them.Include those elements under the following categories to ensure that each stakeholder receives the correct information at the appropriate time: Stakeholder Name: This section identifies each individual involved in a project or impacted by its outcome, such as an employee, a customer, a board member, or an investor. Learn about stakeholder theory and how it impacts an organization. Stakeholder Role: A stakeholder's role can help determine their level of engagement and the type of information you share with them. Degree of Engagement: This is how actively involved or interested a stakeholder is in a project.Influence Level: This is the level of power a stakeholder has over project decisions. Communication Method: The communication method indicates how you will communicate with a stakeholder. Communication Frequency: The communication frequency indicates how often you will communicate with a stakeholder. A stakeholder engagement plan is essential for any project because it determines who will receive project information, how they will receive it, and how often. Use the following step-by-step guide to create a stakeholder engagement plan. Identify Your Project's StakeholdersIdentify the individuals involved in a project and impacted by its outcome. Add internal stakeholders (such as board members) and external stakeholders (such as investors). In some cases, the process of identifying your stakeholders will be obvious; in other cases, you might have to ask managers or other stakeholders about whom to include.To learn more about stakeholders and how to support their needs, check out these free stakeholder analysis templates. Collect Each Stakeholder's Contact InformationYou need stakeholder contact information for communication purposes, whether you're sending a project update or a meeting invite. Determine Each Stakeholder's Influence LevelThe Project Management Institute states that "influence indicates a stakeholder's relative power over and within a project" and is based on the individual's hierarchical, economic, social, or political position, as well as their expert knowledge and skills in negotiation and building consensus. Note the influence level of each stakeholder in your plan as high, medium, or low.To help you gauge each stakeholder's level of influence, check out these free stakeholder mapping templates. Determine Each Stakeholder's Engagement LevelFor each stakeholder, note if they are neutral, supportive, resistant, leading, or unaware. A stakeholder's engagement level often depends on their personal or financial commitment to the success of a project. Determine Each Stakeholder's InterestsDetermine the type and amount of information to share with each stakeholder. For example, a customer does not need to know budget details, whereas an investor requires this information. Determine Communication MethodDetermine how you will communicate with each stakeholder: via emails, face-to-face meetings, phone calls, or chat tools such as Slack and Microsoft Teams. The method will vary for each stakeholder depending on their preference and the project manager's needs. Determine Communication FrequencyDetermine how often you will communicate with each stakeholder: on a daily, weekly, monthly, or other basis. Not all stakeholders require the same frequency. You will likely communicate more often with stakeholders who have a high degree of engagement.Download the stakeholder engagement plan template. Create your stakeholder engagement plan during the project planning phase to establish the groundwork for communicating with and including all key contributors. Reference the plan regularly in order to update it with any necessary changes. There are several benefits to using a stakeholder engagement plan. At a high level, it establishes a framework for addressing a stakeholder's communication requirements concerning a project. Here are the additional benefits of a stakeholder plan: Collaboration: Partnering with stakeholders during your project builds trust and strengthens relationships.Effective Communication: Information is structured and easy to understand. Efficiency: Project managers and team members know what to do and when. Expectation Management: Stakeholder expectations are aligned with a project's scope, objectives, and deliverables. Risk Mitigation: The risk of miscommunicating, forgetting to relay certain information, or leaving out an important stakeholder are much lower when you use a stakeholder engagement plan. Transparent Decision-Making: Communication methods are straightforward for project managers, stakeholders, and team members.Useful Resource: All of your stakeholder engagement information is located in one central place. You can reference such information during the current project or use it as a resource for future projects. From simple task management and project planning to complex resource and portfolio management, Smartsheet helps you improve collaboration and increase work velocity -- empowering you to get more done. The Smartsheet platform makes it easy to plan, capture, manage, and report on work from anywhere, helping your team be more effective and get more done. Report on key metrics and get real-time visibility into work as it happens with roll-up reports, dashboards, and automated workflows built to keep your team connected and informed. When teams have clarity into the work getting done, there's no telling how much more they can accomplish in the same amount of time. Try Smartsheet for free, today. Try Smartsheet for Free Get a Free Smartsheet Demo A stakeholder engagement plan (SEP) documents the involvement and influence of your project stakeholders. It also outlines how you plan to communicate with stakeholders. Read on to learn how a stakeholder engagement plan can help you manage your stakeholder relationships.Stakeholders often get involved in projects for financial or strategic reasons. Depending on their motivations, their level of interest in and influence on your project will vary. That's why it's important to know how to tailor your communication style based on stakeholder needs in order to prioritize those who have the biggest impact.A stakeholder engagement plan template helps you outline who your stakeholders are, their influence and interest levels, and your communication strategy. Your team can use this template to meet stakeholder needs and prevent communication barriers from disrupting the project workflow. Read on to learn how a stakeholder engagement plan can help you manage your relationships with customers, investors, and executives.Drive clarity and impact at scale by connecting work and workflows to company-wide goals.What is a stakeholder engagement plan?A stakeholder engagement plan (SEP) documents how involved and influential your project stakeholders are. It also outlines your stakeholder communication plan, including when you'll reach out to each stakeholder, what platform you'll use, and how much information you'll deliver.Stakeholders can either be individuals from within your team or external parties that are impacted by your work.Internal stakeholders may include project managers, operations teams, department heads, and board members.External stakeholders may include clients, customers, investors, suppliers, company partners, or shareholders.Because communication with stakeholders begins right at the start of a project, you'll create your engagement plan during the project planning phase. Once you have an idea for a project, identify who your stakeholders are and how involved they need (or want) to be. As the project progresses, you can adjust your SEP to meet their needs.How to use a stakeholder engagement planA stakeholder engagement plan should not prompt your team to listen to some stakeholders while ignoring others. What it should do is guide you through the project planning process and help you communicate with those who desire it most. For some stakeholders, buy-in and education is key. For others, they'd rather passively access material on their own time. As you create your SEP, separate stakeholders into categories so you can communicate with them in the way that will be most beneficial based on their influence and interest levels. One benefit of an SEP is its collaborative nature. When you incorporate your SEP into work management software, your team can update the document as needed and assign ownership to different sections. This will also give you the freedom to share the plan between projects and people.What to include in a stakeholder engagement planStakeholder engagement plans differ based on what team and stakeholder priorities.Key components of an SEP include:Stakeholder name: Identify who your stakeholder is.Interest level: Give stakeholders labels based on what level of interest or engagement they have in the project. See the five levels of stakeholder engagement below.Influence level: Give stakeholders rating labels from very high to very low based on how much influence they have on the project. Communication frequency: Identify how often you'll communicate with this stakeholder.Communication channel approach: Identify what communication tool you'll use to communicate with this stakeholder.Information type: Identify the type of information you'll deliver to this stakeholder when communicating.The goal of creating your stakeholder engagement plan is to identify the stakeholder's goals or motives as well as the communication methods you'll use with them.5 steps to create an SEPTo create a stakeholder engagement plan that helps you work with stakeholders in a way they can appreciate, you'll first need to understand what their needs are and how they influence your project. Use the steps below to get started.1. Identify your stakeholdersSome stakeholders will be more engaged in your project from the start. This level of engagement often comes from their motives.For example, an internal executive overseeing the project may be more engaged because their job depends on it. Alternatively, an external partner with a small financial stake might have less engagement and may not want every detail of what's going on. The five levels of stakeholder engagementLeading: A leading stakeholder is aware of the project's impact and is actively involved.Supporting: A supporting stakeholder is aware of the project's impact and supports the project.Neutral: A neutral stakeholder is aware of the project's impact but neither resists nor supports the project.Resistant: A resistant stakeholder is aware of the project's impact but resists change.Unaware: An unaware stakeholder doesn't know about the project or its impact.Once you know your stakeholders' engagement level, you'll identify their level of influence on the project. The Project Management Institute defines influence as how much power a stakeholder has over a project. When a stakeholder has high influence, they can control key project decisions and cause others to take action.The scale of stakeholder influenceVery high: A stakeholder with very high influence has a significant amount of control over key project decisions.High: A stakeholder with high influence can cause others to take action.Medium: A stakeholder with medium influence is often part of the decision-making process.Low: A stakeholder with low influence can offer opinions on decisions and express their concerns, but you may not always take their ideas into consideration. Very low: A stakeholder with very low influence can engage in the project when they desire, but they won't have control over any decisions.2. Map stakeholders on influence/interest gridNow that you know your stakeholder influence and interest level, you'll map each stakeholder on the influence/interest grid. This isn't something you'll want to share with your stakeholders, but it can help you determine what your communication style and cadence should be for each individual.The four main stakeholder groups are:High interest and high influence. These are your stakeholders from your "leading" or "supporting" category. They are your key players and the most important on your stakeholder list. Make sure you check in with these stakeholders regularly and thoroughly educate them about the project. These are the stakeholders that are most important to have on board.High interest and low influence. These stakeholders also likely come from your "leading" or "supporting" categories. While they don't have as much influence, they should still be kept in the loop on all major communication and encouraged to participate in other ways depending on the situation. When you use a project management tool, you can keep high interest stakeholders in the loop without added effort.High influence and low interest. These stakeholders can come from your "neutral" or "resistant" categories, and education is critical to keep them on board. They can become more resistant if they're surprised by a project change, so make sure they have access to information when needed, and inform them of any work that might impact their project workflows.Low influence and low interest. These are stakeholders from your "unaware" category. You don't need to contact these people often, but you should use your project management tool to send out monthly updates. That way, you can provide key project details and they know they have the opportunity to get more involved.Read: What is a project stakeholder analysis and why is it important?3. Build a communication planStakeholder mapping offers you some guidance on how to communicate with stakeholders based on their level of influence and interest. Using these grid points, your next step is to create a custom communication plan. A communication plan is critical because it informs how you'll educate and update your stakeholders. Regardless of what quadrant they fall into, make sure stakeholders have a way to access relevant project information. The best way to do this is by keeping all of your project information in one place, like a project management tool. Stakeholders who need real-time insight into project status or want to get a bird's-eye view of the overall project timeline can use this tool to keep themselves informed. There are two steps to creating a communication plan: Identify your different communication channels. Which communication channels does your team regularly use? What is each communication channel for? Identify what type of communication each stakeholder quadrant needs. Communication isn't one-size-fits-all. Figure out how you'll communicate and educate stakeholders during the project lifecycle. For example, stakeholders who have a lot of interest and influence in the project may want weekly communication. You can provide this by sharing out your project status updates through your work management tool.Once you create your communication plan, share it with your project team. If you change your communication plan, make sure you update it and communicate those changes. That way, team members always have access to the most up-to-date information.4. Use feedback to revise plan as neededStakeholders often change behavior throughout the course of a project, so remember that the points you've mapped on the interest/influence grid aren't set in stone. Not only can you revise your plan based on behavior changes you observe, but you can share your plan with stakeholders and ask for their feedback. The best way to get feedback from stakeholders is to be clear about what you're asking for. For example, provide stakeholders with your communication plan and ask them, "Does this communication plan work for you? Are there any areas you'd like to change?"Other tips for getting feedback:Ask for written feedback or provide a formal survey with detailed questions about your engagement processAsk your internal team what they think about the engagement planCommunicate any changes you make to the engagement plan with stakeholders and team membersAsk for feedback in a video call if it's easier and more convenient for the stakeholder Stakeholder engagement plan templateBelow is a filled-in example of a stakeholder engagement template that includes an area to list your stakeholders, rate their level of interest and influence, and outline their communication plan.Download our free SEP template below to build a well-planned engagement strategy for your next project.Free stakeholder engagement plan templateWhat are the benefits of a stakeholder engagement plan?A strong stakeholder engagement plan helps your team inform and educate stakeholders. Other benefits of SEPS include:Manages expectations: Ensures stakeholders know the project's trajectory and what to expect through each project phase.Reduces project risks: Keeps stakeholders from making large changes that risk the project's success.Builds trust: Creates stronger relationships between team members and stakeholders.Improves decision making: Makes it easier to anticipate stakeholders' needs and desires to determine the next steps.Promotes synergy: When teams communicate, they're able to collaborate and create more effectively. Streamline stakeholder planning with AsanaStakeholder engagement is crucial to the success of any project. When you tailor your communication to each stakeholder's needs and desires, the results will be invaluable. Asana gives you the versatility to plan your engagement strategy, share your plan with others, and put that plan into action alongside your project. Map out all of your initiatives in one place, from marketing campaigns to projects and client relationships.Free stakeholder engagement plan template