Project Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Template Instructions:

Before starting to plan how you are going to communicate the right message, at the right time, and with the correct format, it is important to identify the people who are involved in the project and need to receive certain information at a certain time during the complete lifecycle of a project.

Start with retrieving the stakeholder register which was previously completed to identify each person, group, or organization that are impacted by the project and use the same list to begin planning how to communicate with each stakeholder, with what information? When? How? And so on. It is recommended to add or delete columns as needed. However, the more clear the communication plan is, the better the results. It is also possible to create a separate communication plan for events or deliverables to optimize communication effectiveness and overall project success. Be as specific about days and dates as possible and be sure to consider any communications preferences, requirements, or expectations that may be in the stakeholder register.

In the information/key messages column, with the project team, identify what kind of information is going to be communicated with each stakeholder: key messages can include things such as status report, critical risks and issues, budget and timeframe…etc. It is very important to make sure that all the information requirements meet each stakeholder’s needs and expectations. Check with all stakeholders if needed.

Next, fill in the purpose column after identifying all the required information to be communicated with each stakeholder. For each key message, ask the question: Why should this information be shared with any particular stakeholder? This will help reinforce the type and the importance of the information shared and provide areas for continuous improvement. Any information that has no purpose, it should not be shared.

The next step is to identify what methods, channels, or formats the communicated information should be in. In other words, find out with the project team, how each stakeholder prefers to be communicated with and what is the right way to deliver each information. Methods of communications varies from one stakeholder to another depending on how each stakeholder is involved in the project. It could be by email, face-to-face, or by a call.

With setting the methods or the formats, determine how frequent each information should be communicated and with which stakeholder. Not all stakeholders require information at the same time. Therefore, it is very important to know how often each stakeholder should receive information. Is it going to be daily? Weekly? Or after the end of each phase?

Finally, after identifying each stakeholder, what information each stakeholder needs to receive, why? How? And When? It is now important to know who is going to be responsible to actually create and make the communication available.

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| **Stakeholder** | **Information/Key Messages** | **Purpose** | **Method/ Format** | **Target Date/ Frequency** | **Responsible** | **Comments** |
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Pre-filled example:

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| --- | --- | --- | --- | --- | --- | --- |
| **Stakeholder** | **Information/Key Messages** | **Purpose** | **Method/ Format** | **Target Date/ Frequency** | **Responsible** | **Comments** |
| **Jim** | **Project Kickoff Meeting** | **Invitation** | **Email** | **One time – 7/18/18** | **Siwan** |  |
| **Dennis** | **Weekly Status Report** | **Inform on progress** | **Emailed report** | **Bi-weekly (Mondays)** | **Siwan** | **May need additional reports for other stakeholders TBD** |
| **Team** | **Daily Stand Up Meeting** | **Inform on progress** | **Meeting** | **Daily (9 am)** | **Siwan** |  |
| **Team** | **Retrospectives** | **Continuous Improvement** | **Meeting** | **At the end of every sprint** | **Siwan** |  |
| **Team, Movie Vault TBD** | **Demo** | **Show tangible progress** | **Meeting** | **At the end of every sprint and the end of the project** | **Siwan** |  |
| **Dennis** | **Weekly 1:1 Meeting** | **Review project issues** | **Face-to-face** | **Weekly (Fridays)** | **Siwan** | **Dennis will set up on the calendar** |
| **Pointeast Manager** | **Contract** | **Contract sign off** | **Email** | **One time** | **Siwan** | **When a contract is available** |