



Engaging Your Stakeholders

An aerial photograph of a volcanic eruption. A large, billowing plume of white ash and smoke rises from a mountain range, partially obscuring the sky. The foreground shows dark, forested slopes of the mountains.

Traplines

Communications Plan

Evacuation Plans

Media and Key Contact List

Identification of Community Leaders

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graph TD; A[Stakeholder Engagement] --> B[Stakeholder Analysis]; A --> C[Stakeholder Planning];
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**Stakeholder
Engagement**

**Stakeholder
Analysis**

**Stakeholder
Planning**

Why involve stakeholders?

- Identify existing understanding and concerns of key stakeholders
- Support from powerful stakeholders can help influence others
- Early and often communication helps understanding and trust
- Can anticipate concerns to your project and ensure they are addressed



1. Identifying Stakeholders

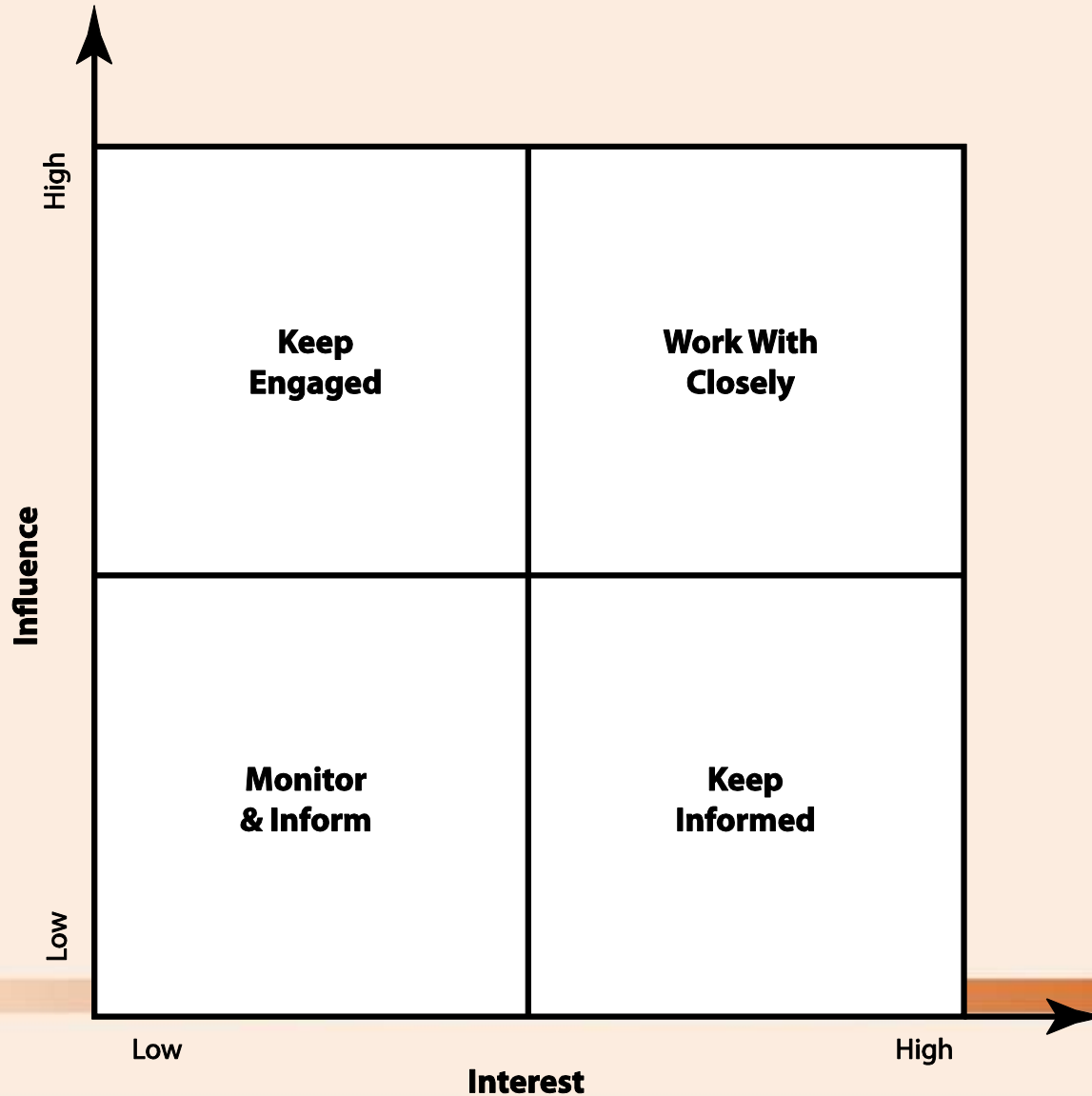
- People who may be affected by your project
- People who have influence over your project
- People who have interest in your success
- People who have interest in your failure
- People who would likely hold up progress



2. Prioritize Stakeholders

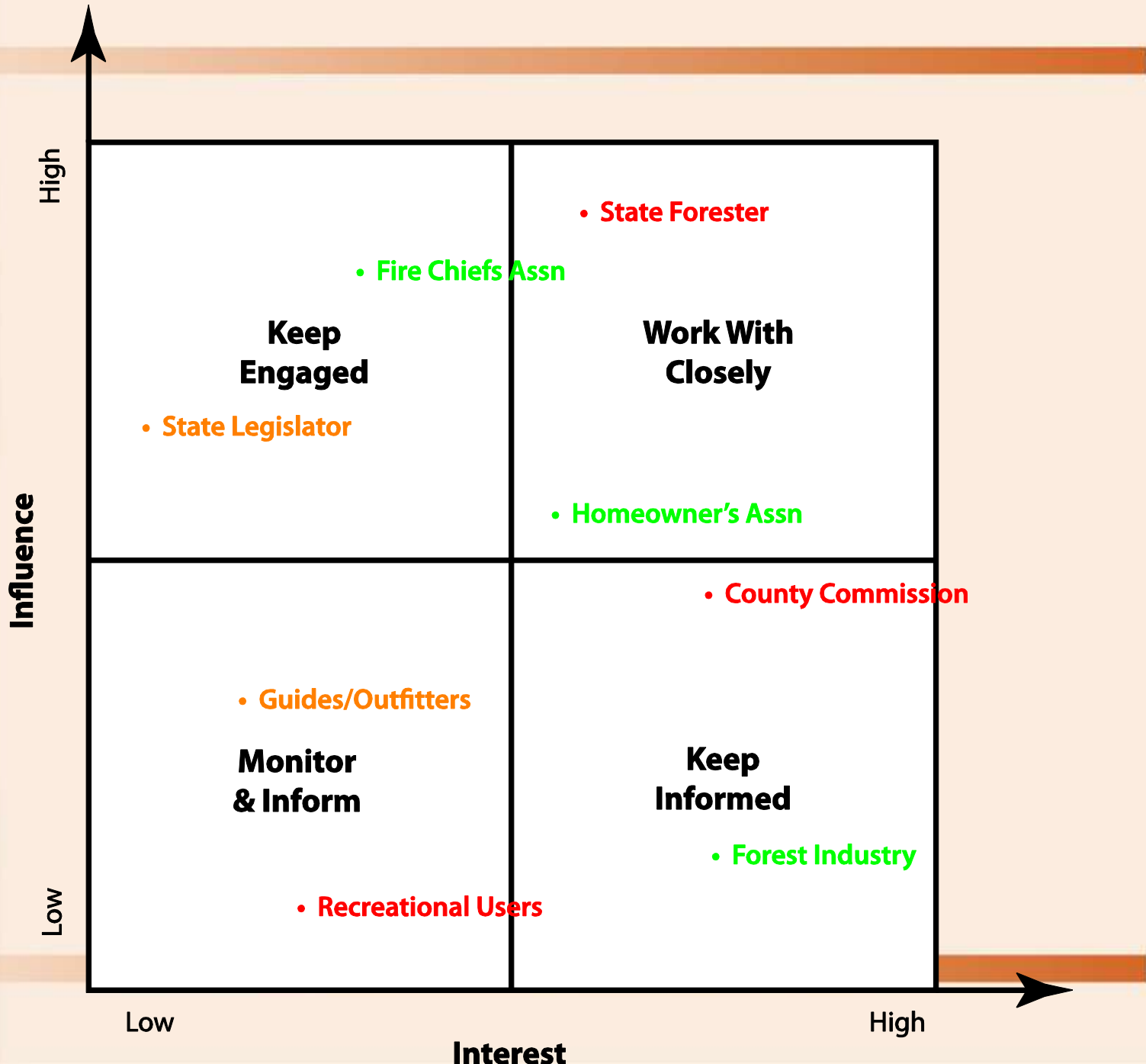
- High influence, interested people
- High influence, less interested
- Low influence, interested
- Low influence, less interested

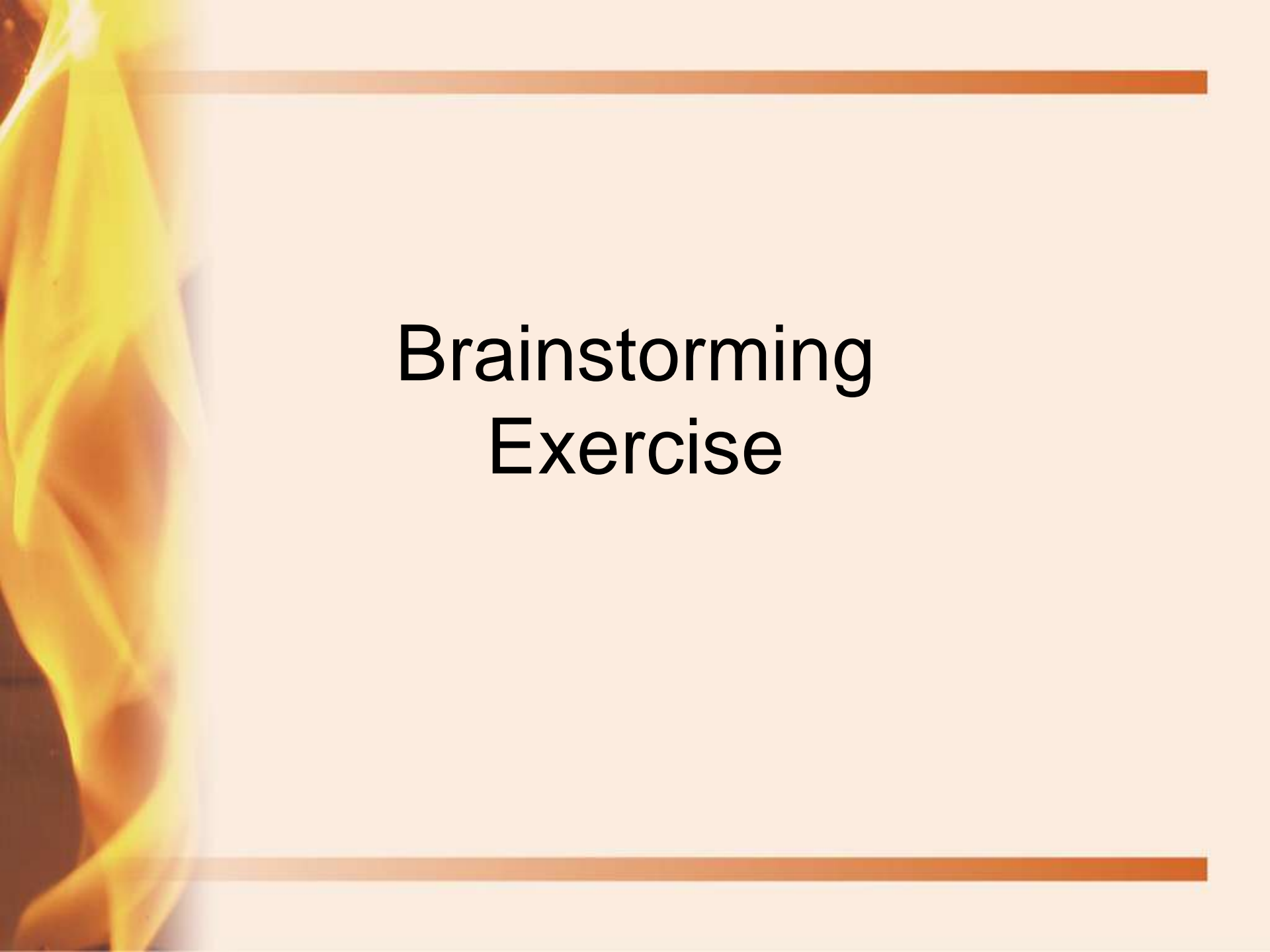
Influence/Interest Grid



3. Understanding Stakeholders

- What motivates them?
- What is their understanding of the issues?
- What information do they want?
- How to communicate with them?
- What is their opinion of you?
- Who influences their opinion?
- How to minimize impact from conflicting interests?
- Who is influenced by their opinions?





Brainstorming Exercise



Stakeholder Planning

Communications Worksheet

- Stakeholder name and contact info
- Communications approach
- Key interests and issues
- Current status
- Desired support
- Desired project role
- Actions desired
- Messages needed
- Actions and communications



Homework Assignment

Stakeholder
Communications
Spreadsheet



Questions?