<Project name> Project Communication Plan

PROJECT DETAILS

Project/Programme Name	
Project Sponsor	
Project/Programme Manager	
Start Date	
Completion Date	

DOCUMENT DETAILS

Version	Status (Draft or Approved)	Date	Author/Editor	Details of Change

OVERVIEW

To define all parties interested in the project. It contains a description of the means and frequency of communication between them and the project team.

All stakeholders should be addressed and their agreement to the proposed communications established. The Project Board, Team Structure, Brief, Quality Plan and Approach should have been checked to identify all relevant stakeholders. Make sure that sufficient time is allowed in the Project and Stage plans for the identified communications. Consider using common standards (content, frequency and method) for communicating to each interested party

Small projects may just use section 4. Medium and large projects should use sections 1-3.

CONTENTS

1. BACKGROUND

Give some information on the Institution and the context of/background to the Project. Explain the context of the project and how the current position has been arrived at. How big is it going to be and what areas will it cover?
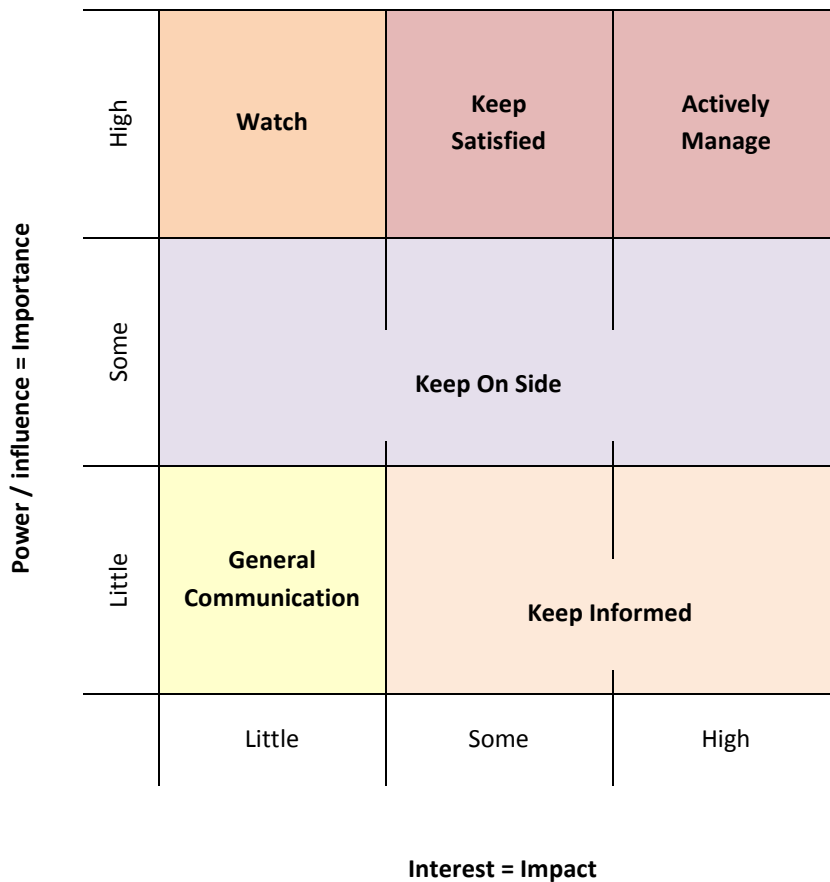
2. STAKEHOLDER ANALYSIS

Using the Stakeholder analysis toolkit, carry out and document a stakeholder analysis.

2.1 IDENTIFY STAKEHOLDERS

Stakeholder	Stake in the project	What do we need from them?	Perceived attitudes / risks	Risk if they are not engaged

2.2 STAKEHOLDER MAP

Plot stakeholders on the map below using ID numbers from the identification table.

High	**Watch**	**Keep Satisfied**	**Actively Manage**
Some		**Keep On Side**	
Little	**General Communication**	**Keep Informed**	
	Little	Some	High

Power / influence = Importance (vertical axis)

Interest = Impact

2.3 STAKEHOLDER ALLEGIANCE

Stakeholder	Allegiance*	Impact	Importance	Management strategy

Allegiance categories:

Advocate, Follower, Indifferent, Blocker, Opponent

2.4 STAKEHOLDER STRATEGY

Fill in the table below (delete the example entries)

Stakeholder	Impact	Importance	Allegiance	AIH	LIH	HIH	MIH	Concerns	Actions
Registrar	High	High	Advocate				😊	Internal champion and sponsor – needs to succeed	Use for internal promotion of objectives and benefits
Faculty Manager A	Medium	Some	Follower			😊 ➡		Worried that new system will cause disruption	Keep informed and positive
Faculty Manager B	Medium	Some	Blocker	☹ ➡				Wants to keep existing faculty system	Counter the reasons for low acceptance
Admin Staff A	High	None	Indifferent		😐 ➡			Concerned about affect on job	Seek their views on key issue and address concerns
Admin Staff B	High	None	Opponent	☹ ➡				Worried about possible job cuts	Counter the reasons for low acceptance

Key: AIH – Against it happening; LIH – Let it happen; HIH – Help it happen; MIH – Make it happen

3. COMMUNICATIONS PLAN

For each of the stakeholders / stakeholder groups identified, identify the following:

3.1 INFORMATION REQUIRED

Stakeholder	Information to provide	Link to benefit / issue

3.2 INFORMATION CHANNEL

Stakeholder	Who provides the information	What method will be used	Format	Frequency

4. SMALL PROJECT COMMUNICATIONS PLAN

Small projects may use the following table as the basis for a communications plan

Stakeholder	Stake in the project	Impact	What do we need from them?	Perceived attitudes / risks	Stakeholder Management Strategy*	Responsibility

* Include: frequency, format and type of communication to be used