Program Stakeholder Engagement Plan

Enhance Your Program Management with PMI Standard Templates

Welcome to the Program Management Templates designed according to **PMI's Standard for Program Management - Fifth Edition (2024)**. These templates are invaluable tools for professionals preparing for **PgMP Certification** on [**Knowledge Map**](https://knowledgemap.pm) (https://knowledgemap.pm). By completing these templates for your real programs, you seamlessly blend real-world experience with PMI program management concepts, ensuring a comprehensive understanding and practical application.

Explore the full range of templates to streamline your program management processes and elevate your expertise. Available Templates:

* Program Business Case
* Program Charter
* Program Management Plan
* Program Risk Register
* Program Benefits Register
* Benefits Management Plan
* Stakeholder Register
* Stakeholder Engagement Plan
* Program Governance Plan
* Program Change Request
* Resource Management Plan
* Risk Management Plan
* Schedule Management Plan
* Scope Management Plan
* Program Performance Report
* Change Log
* Change Management Plan
* Communications Management Plan
* Financial Management Plan
* Information Management Plan
* Lessons Learned Register
* Procurement Management Plan
* Quality Management Plan
* Final Program Report

To access and benefit from these templates, visit: [KnowledgeMap.pm/Certifications/PgMP](https://knowledgemap.pm/certifications/pgmp)

Utilize these structured, professional templates to ensure your program's success and to boost your readiness for PgMP certification.

Stakeholder Engagement Plan Template

The stakeholder engagement planning activity outlines how all program stakeholders will be engaged throughout the duration of the program. The stakeholder register and stakeholder map are analyzed with consideration of the organization’s strategic plan, program charter, and program business case to understand the environment in which the program will operate.

As part of the stakeholder analysis and engagement planning, the following aspects for each stakeholder are taken into consideration:

* Organizational culture and acceptance of change,
* Attitudes about the program and its sponsors,
* Relevant phase(s) applicable to stakeholders’ specific engagement,
* Expectation of program benefits delivery,
* Degree of support or opposition to the program benefits, and
* Ability to influence the outcome of the program.

This effort results in the stakeholder engagement plan, which contains a detailed strategy for stakeholder engagement, based on the current situation.

The plan includes stakeholder engagement guidelines and provides insight on how the stakeholders are engaged in various components of the program. The plan defines the metrics used to measure the performance of stakeholder engagement activities. The metrics may include measures of participation in meetings and other collaboration channels—and the degree of active or passive support or resistance—and can also strive to measure the effectiveness of the engagement in meeting its intended goal. The guidelines for stakeholder engagement should be provided to the component projects, subsidiary programs, and other program activities. The **Stakeholder Engagement Plan** provides critical information used in the development of program documentation and its ongoing alignment as stakeholders are added or deleted, or if information about existing stakeholders is modified.

# Stakeholder Identification and Analysis

Explain how the stakeholder register and map are analyzed in the context of the organization's strategic plan, program charter, and program business case.

Key Considerations:

* What is the organizational culture and how receptive are they to change?
* What are the stakeholders' attitudes toward the program and its sponsors?
* Which phases are applicable for stakeholders' specific engagement?
* What are the stakeholders' expectations regarding the delivery of program benefits?
* What is the degree of support or opposition from stakeholders towards the program benefits?
* What is the ability of each stakeholder to influence the outcome of the program?

# Stakeholder Engagement Strategy

Outline the guidelines for engaging stakeholders.

Engagement Activities:

* Describe how stakeholder participation in meetings and other collaboration channels will be facilitated and monitored.
* How will the degree of support or resistance from stakeholders be measured and managed?
* Define the metrics used to measure the performance of stakeholder engagement activities.
* Example Table Format for Stakeholder Engagement:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Stakeholder Name | Organizational Position | Program Role | Engagement Phase | Support/Opposition Level | Influence Level | Engagement Strategy | Communication Method | Frequency |
| Stakeholder 1 | Director | Supplier | Initiation | Low Support | High | Keep satisfied | Email | Monthly |
| Stakeholder 2 | Customer | Recipient | Execution | Medium Support | Medium | Keep informed | Conference Call | Weekly |
| Stakeholder 3 | Senior Vice President | Sponsor | All Phases | High Support | High | Manage closely | Status Report | Quarterly |

# Communication Plan

* Summarize the communication needs assessment and its importance.
* Detail the communication methods and approaches tailored to various stakeholder groups.
* Describe the process for feedback and escalation of issues.

# Roles and Responsibilities

* Define the role of the program manager in stakeholder engagement.
* Outline the roles and responsibilities of stakeholders in the engagement process.

# Monitoring and Updating the Engagement Plan

* Explain the process for continuous engagement of stakeholders.
* Describe the process for regularly reviewing and updating the stakeholder engagement plan.

# Integration with Program Documentation

* How will the stakeholder engagement plan be aligned with other program documentation?
* Describe how the plan will be adjusted and updated based on changes in stakeholder information and program progress.

# Appendix (if applicable)

Include any supporting documents, templates, or references used in the Stakeholder Engagement Plan.