



Stakeholder Management Approach

Project Overview

This template is designed to help you develop clear, actionable steps to implement strategies. Complete the sections below to outline your goals, actions, and timelines.

Project Name:

Enter the projects name

Project Objective:

Summarise the projects goal or purpose

Project Duration:

Include the timeline or key milestones

Notes:

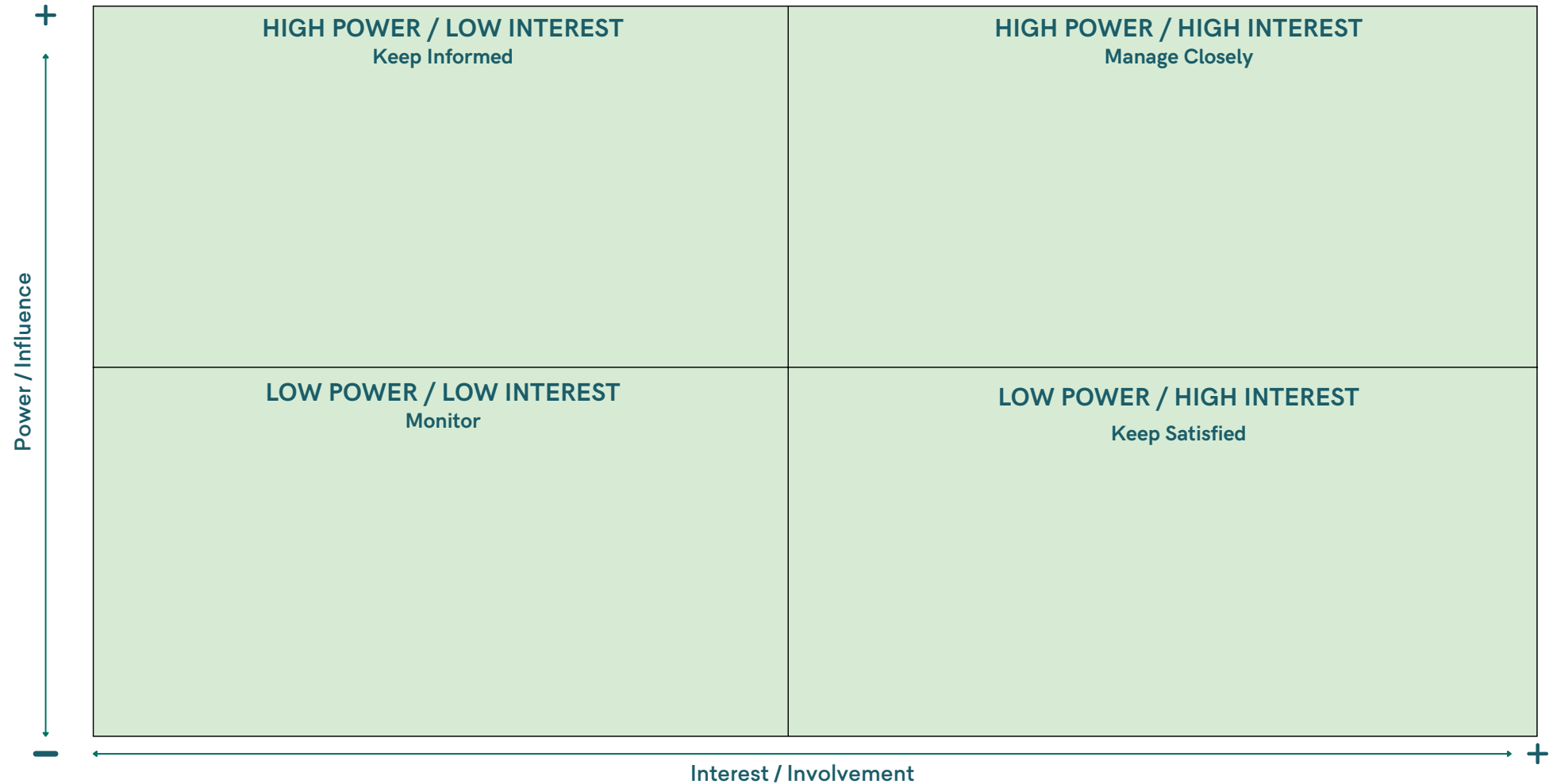
Identify stakeholders

Stakeholder Identification: List all stakeholders involved (e.g., teams, departments, external partners). Categorise them as Internal/External and Direct/Indirect stakeholders.

Stakeholder Name	Role	Internal	External	Direct	Indirect
Local population	Group		✓		

Prioritise stakeholders

Use a Power-Interest Matrix to place stakeholders in the following categories: Engage Closely, Keep Satisfied, Keep Informed, Monitor.



Stakeholder engagement strategies

Stakeholder Needs Analysis: Identify each stakeholder's key objectives, concerns, and expectations and specify tailored strategies for engaging each stakeholder group.

Stakeholder Name	Key concerns / Interests	Engagement Action	Communication Tool	Frequency
Local Population	Effect on local housing market, levels of noise	Keep Informed	Newsletters & Surveys	Less frequent

Review and adapt the approach

Monitoring and Feedback: Plan regular intervals for reviewing stakeholder engagement effectiveness.

Timeline	<i>Frequency</i>	<i>Review Point</i>	<i>Method of assessment</i>	<i>Responsible Person</i>
	<i>e.g. Monthly</i>	<i>Mid Project Review</i>	<i>Surveys, one to one interviews</i>	<i>Project Manager</i>

Summary

Key risks and mitigation strategies:

Identify potential stakeholder-related risks and how to address them

Notes:

Expected outcomes:

State the anticipated benefits of the stakeholder management approach