

Taken from *Becoming a Sustainable Organization: A Project and Portfolio Management Approach*, by Kristina Kohl, MBA, PMP. © 2016 CRC Press.

Table 8.1 Stakeholder Engagement Plan

Plan	<p>What are our issues about which we are seeking stakeholder engagement?</p> <p>What groups of stakeholders should be considered?</p> <p>What is our objective for stakeholder engagement?</p> <p>How is it defined?</p> <p>What type of engagement format will best suit our objective?</p> <p>Who will be accountable for the engagement process?</p> <p>What metrics will be used to measure success?</p> <p>How will stakeholders be evaluated for initial and ongoing inclusion?</p> <p>How will we rank stakeholders on impact and influence?</p>
Do	<p>How and when should the invitation be extended to stakeholders for engagement?</p> <p>What are the ground rules for engagement?</p> <p>What issues/objectives might be good starting points?</p> <p>What format should be used for the engagement sessions?</p> <p>What resources, materials, training are needed in this process?</p> <p>Is a third-party facilitator needed?</p> <p>Is third-party verification or audit required?</p>
Check	<p>Did we meet our objectives?</p> <p>Do we need additional sessions?</p> <p>Was the process helpful, or are process changes needed?</p> <p>Do we have the correct stakeholders in the room?</p> <p>Is the right person/group assigned to own key stakeholders?</p>
Act	<p>How will the stakeholder requirements be communicated to key decision makers?</p> <p>How will the impact of their contribution be demonstrated to stakeholders?</p> <p>How will ongoing stakeholder engagements be modified to maximize effectiveness?</p> <p>What is the best frequency and form for ongoing communication with each of the stakeholder groups?</p> <p>Do we need to add any stakeholder groups?</p> <p>Do we need to realign any stakeholder relationships?</p>