Stakeholder engagement requires a shared vision among relevant stakeholders and is an essential element to ensuring that change efforts are successful. The desired outcomes should be kept in mind when developing an engagement plan.

Consider the following criteria to identify relevant stakeholders and the appropriate level of interaction to maintain.

High influence

**KEEP ENGAGED**

**KEEP INVOLVED**

Low interest

High interest

**KEEP INFORMED**

**MINIMAL EFFORT**

Low influence

Complete the template below to list specific stakeholders at each level of the organization. Identify key points that need to be communicated to each stakeholder and develop a communication plan.

|  | Identify key stakeholders  List names of individuals or stakeholder groups to contact. | Develop your message  Fill in the important messages/key points that you want to communicate to each stakeholder group. | Begin stakeholder outreach  Brainstorm methods to communicate with each individual or stakeholder group. |
| --- | --- | --- | --- |
| Senior leaders  Which key decision makers need to support this effort? |  |  |  |
| Managers  Which groups and individuals will be involved to develop solutions to improve satisfaction? |  |  |  |
| Staff  Which staff groups require tailored messaging?  Who can I partner with to develop a message for staff groups? |  |  |  |