

Stakeholder Engagement Strategy Template

Last Updated: XX/XX/XXXX

1. Introduction
2. Corporate Objectives
3. Stakeholders
4. Analysis of Current Engagement Activity
5. Stakeholder Engagement Objectives
6. Strategies for Achieving Objectives
7. Strategies for Servicing Stakeholders
8. Key Messages
9. Monitoring Processes
10. Budget
11. Evaluation
12. Action Plan

1. Introduction

- *Why does your organisation require a stakeholder engagement strategy?*
- *What is the purpose of this document?*

2. Corporate Objectives

- *What are the corporate objectives that will be either fully or partially achieved through your stakeholder engagement strategy?*

3. Stakeholders

Mendelow's power-interest grid has been applied below to categorise each of our stakeholders and identify those that are a particular priority.

It is acknowledged that this approach has limitations, as certain stakeholders may have different levels of interest and influence at different times.

(b) High Power – Low Interest (Keep Satisfied)	(a) High Power – High Interest (Manage Closely)
- Which of your stakeholders have high power but low interest?	- Which of your stakeholders have high power and high interest?
(d) Low Power – Low Interest (Monitor)	(c) Low Power – High Interest (Keep Informed)
- Which of your stakeholders have low power and low interest?	- Which of your stakeholders have high interest but low power?

4. Analysis of Current Engagement Activity

(c) Summary of Existing Relationships

Stakeholder	Key People	Key Interests and Issues	Current Engagement Activity
<i>Stakeholder name</i>	<i>Who are the key people within the stakeholder organisation?</i>	<i>What key issues does this stakeholder currently have?</i>	<i>How do you engage with this stakeholder at present?</i>

(b) SWOT Analysis

Strengths	Weaknesses
<i>- What are the strengths of your current stakeholder engagement activities?</i>	<i>- What are the weaknesses of your current stakeholder engagement activities?</i>
Opportunities	Threats
<i>- What are the potential opportunities to improve your stakeholder engagement activities?</i>	<i>- What are the potential threats to your stakeholder engagement effectiveness?</i>

(c) Key Issues

<i>- What are the biggest issues that have been identified through the summary of existing relationships and SWOT analysis?</i> <i>- What are your priorities as a result of this analysis? E.g. what are the key strengths you intend to build on? What are the biggest threats that you need to mitigate etc?</i>
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5. Stakeholder Engagement Objectives

<i>- Your stakeholder engagement objectives should reflect the priorities you have identified in the previous section</i> <i>- They should also reflect the corporate objectives identified earlier</i> <i>- It is recommended that each objective is made as SMART as possible</i>

6. Strategies for Achieving Objectives

Objective	Strategy
<i>Objective 1</i>	- <i>How do you intend to achieve it?</i>

7. Strategies for Servicing Stakeholders

Stakeholder	Overall Approach	Engagement Channels	Frequency	Relationship Manager
<i>Stakeholder name</i>	<i>Manage closely</i>	<i>What channels will you use to engage?</i>	<i>How often will you engage?</i>	<i>Who in your organisation will manage this engagement?</i>
	<i>Keep Satisfied</i>			
	<i>Keep informed</i>			
	<i>Monitor</i>			

8. Key Messages

<ul style="list-style-type: none"> - <i>What are the key messages that you would like to communicate with your stakeholders?</i> - <i>Are there any stakeholder specific messages that are important?</i>

9. Monitoring Processes

- *How will you record stakeholder engagement activity?*
- *Will you use a stakeholder relationship management (SRM) system? If so, how?*
- *Who will be responsible for monitoring and reviewing activity?*

10. Budget

- *What budget, if any, is required to deliver the above activity?*

11. Evaluation

Objective	Evaluation
<i>Objective 1</i>	- <i>How do you intend to evaluate it?</i>

12. Action Plan

Action	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6

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