

STRATEGIC ENGAGEMENT PLAN – EXAMPLE

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STAKEHOLDER		PROJECT PHASE			INITIATION			
ROLE	NAME	CATEGORY	INTEREST	INFLUENCE	EXPECTATIONS	COMMUNICATION APPROACH	FREQUENCY	CONCERNS
Sponsor	Krista	Internal	High	High	Financial and strategic support	Email	Daily	Return on investment
Project Lead	Melissa	External	High	Medium	Guide project success	Phone	Twice Weekly	Team coordination
Project Manager	Kovar		Medium	Low	Ensure project completion / delivery	Email	Weekly	Optimizing project efficiency
Supervisor	Roderick		Medium	Medium	Oversee task execution	Video Conference	Twice Monthly	Task completion
PMO	Suman Shine		Medium	Low	Ensure project governance	Email	Monthly	Project alignment
IT Support Team	Yoko		Low	Medium	Resolve technical issues promptly	Email	Twice Monthly	System functionality

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