

Stakeholder Engagement Map

A successful change initiative depends on understanding and managing stakeholder relationships effectively. This tool helps identify key stakeholders, assess their influence and interest, and plan engagement strategies that promote alignment and commitment.

1. Purpose of This Tool

- ☐ Identify all stakeholders affected by the change.
- ☐ Assess stakeholder influence, interest, and potential impact.
- ☐ Develop targeted engagement and communication strategies.
- ☐ Build support and minimise resistance.
- ☐ Maintain transparency and alignment throughout the change journey.

Tip: Stakeholder management is about partnership - not persuasion.

2. Change Overview

Field	Details
-------	---------

Change Initiative	
-------------------	--

Sponsor	
---------	--

Change Manager	
----------------	--

Date Prepared	
---------------	--

Version	
---------	--

- ☐ Record project details for context and tracking.

Tip: Keep this map updated as the project evolves - stakeholder priorities can shift quickly.

3. Stakeholder Identification

Stakeholder Name Role / Title Department / Function Relationship to Change

☐ Include all individuals or groups who can influence or are impacted by the change.

Tip: Think beyond internal roles - include customers, suppliers, regulators, and partners if relevant.

4. Stakeholder Assessment

Stakeholder	Interest Level (H/M/L)	Influence Level (H/M/L)	Current Attitude (Supportive / Neutral / Resistant)	Desired Attitude
--------------------	-----------------------------------	------------------------------------	--	-----------------------------

☐ Use this table to assess where each stakeholder stands today and where you want them to be.

Tip: Honest assessment helps prioritise engagement efforts effectively.

5. Stakeholder Engagement Matrix

Quadrant	Description	Engagement Strategy
High Influence / High Interest	Key players who can drive success or failure.	Manage closely through regular updates and inclusion in decision-making.
High Influence / Low Interest	Senior stakeholders who need to stay satisfied.	Provide concise, strategic updates and focus on outcomes.
Low Influence / High Interest	Enthusiastic supporters or affected groups.	Keep informed and involved through feedback loops.
Low Influence / Low Interest	Peripheral stakeholders.	Monitor periodically and communicate key milestones only.

☐ Plot stakeholders in this matrix to determine engagement level and strategy.

Tip: Visualising stakeholder positions helps allocate communication effort appropriately.

6. Engagement Strategy Plan

Stakeholder / Group	Key Messages	Engagement Approach	Frequency	Responsible Person
---------------------	--------------	---------------------	-----------	--------------------

☐ Develop a targeted engagement plan based on stakeholder needs and influence.

Tip: Personalise key messages - relevance builds trust.

7. Stakeholder Concerns and Expectations

Stakeholder	Concern or Expectation	Potential Impact	Response / Mitigation Action	Owner
-------------	------------------------	------------------	------------------------------	-------

☐ Capture and address concerns early to reduce risk and resistance.

Tip: Listening builds credibility even before agreement is reached.

8. Communication Channel Alignment

Stakeholder Group	Preferred Communication Method	Frequency	Example Tools / Channels
Executives	Summary reports and presentations.	Monthly	Email, Teams, leadership meetings.
Managers	Detailed plans and progress updates.	Fortnightly	Virtual meetings, dashboards.
Employees	Clear updates and FAQs.	Weekly	Email, intranet, Q&A sessions.
External Partners	Brief progress notes.	Monthly	Reports, calls, newsletters.

☐ Match communication channels to stakeholder preferences.

Tip: The right frequency and format reduce noise and confusion.

9. Influence and Support Heatmap (Optional Visual)

Influence Level	Support Level Stakeholders
-----------------	----------------------------

High Influence / High Support

High Influence / Low Support

Low Influence / High Support

Low Influence / Low Support

☐ Use a visual heatmap to highlight where resistance or advocacy exists.

Tip: Focus engagement on high-influence stakeholders with low support.

10. Monitoring and Review

Review Date	Stakeholder Changes	Engagement Adjustments	Notes
-------------	---------------------	------------------------	-------

☐ Review regularly to keep engagement plans relevant and effective.

Tip: Continuous monitoring ensures alignment through each phase of the change.

11. Engagement Effectiveness Review

Criteria	Rating (1–5)	Comments
----------	--------------	----------

Stakeholders understand the change objectives.

Feedback is actively sought and addressed.

Communication frequency is appropriate.

Relationships have improved over time.

Resistance is being managed constructively.

☐ Evaluate the success of engagement efforts and refine the approach.

Tip: Engagement is successful when stakeholders feel heard, not just informed.

How to Use This Map

Use this map early in the change process to identify key relationships and plan engagement. Update it regularly as stakeholder attitudes evolve. Combine it with the Change Readiness Checklist and Change Communication Plan Template for a comprehensive change management framework.

Notes