

Project Manager (PM) & Change Manager (CM) Integrated Sponsor and Stakeholder Planning

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Optimizing the PMO for
business agility.

Overlapping project planning elements create a natural collaboration and augmentation of ability to address stakeholder goals

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Sponsor Planning

Identify Sponsor
PM

Sponsor Role & Responsibilities
PM & CM

Sponsor as Rep to Execs & Impacted Groups
CM

Sponsor's Communication Plan
PM & CM

Sponsor as Project Support
PM

Project/Adoption Report and Escalation
PM & CM

Stakeholder Planning

Identify Stakeholders
PM & CM

Power/Interest Mapping
PM & CM

Impact Evaluation
PM & CM

Communication Needs
PM

Awareness, Desire, Knowledge, Expectations
PM & CM

Opportunities for Reinforcement
CM