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| **STAKEHOLDER COMMUNICATION PLAN** | | | | | | |
| **STAKEHOLDER** | **POWER/INTEREST** | **KEY INTEREST & ISSUES** | **COMMUNICATION**  **VEHICLE** | **FREQUENCY** | **COMMENTS** |
| *Make sure you have a good span of people from various experience levels and skill sets. Keep in mind that stakeholders aren’t always just in top leadership.* | *Have you covered all the areas of the business that will be impacted by TRUCE? You’ll need a strong core of promoters who can reach every employee affected.* | *WIFM – what’s in it for me? Identify the benefit to the company and why that should be important to the stakeholder.* | *What’s the best way to reach this stakeholder? What’s the best way to communicate your message so that it will be listened to and understood?* | *How often and how early do you need to reach out to the stakeholder in order to ensure their engagement and commitment to the project?* |  |
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