



STAKEHOLDER MANAGEMENT – LAB

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What is stakeholder management - https://www.youtube.com/watch?v=tNHplQ_-hw&t=13s



For your case study:

- 1) Identify stakeholders and prepare a stakeholder map
- 2) Analyze stakeholder and define the influence/impact matrix
- 3) Define most suitable communication channels to be used in the communications plan and justify
- 4) Select two types of stakeholders and specify:
 - ✓ What will be communicated
 - ✓ How it will be communicated (channels used)
 - ✓ Who will do it
 - ✓ When will it be done

¿Questions?

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