

Stakeholder Engagement Plan			
Name	Current State	Desired State	Strategy
Hunter	L	L	Share Status
Jose	N	S	Share project benefits, and organizational priority
Preeti	U	L	Share project overview, benefits, and Preeti's role
Sunny	S	L	Collaborate Support
Mariko	R	S	Share project benefits to operations
Krishna	U	S	Share project brief and role in inspecting and verifying all project deliverables as Lead QCD.
Recommended Level of Commitment Designators	ROLE	DEFINED	
	U	Unaware: Stakeholder is unaware of the project	
	N	Neutral: Stakeholder has yet to determine level of support	
	R	Resistant: Stakeholder does not support the project	
	S	Supportive: Stakeholder agrees with the project	
	L	Leading: Stakeholder is supportive and actively engaged in the project	

Scenario: Marketing automation process

A project is underway to automate the marketing process at a company. There are six key stakeholders for the project.

Hunter is the project sponsor and is responsible for creating a training program for the sales team. Hunter is a highly active sponsor. He consistently makes every effort to guarantee that all deliverables are provided on time while continuing to support the project.

Jose is the Marketing Department Head. He is aware of a plan to automate some key marketing processes in the project. Although he is not against these plans, he doubts the timing for this project. Jose currently manages a number of subject matter experts from marketing, who will be needed to support this project.

Preeti is an audio/video subject matter expert. She knows very little about the project at this point. She will be needed to set up all AV for an upcoming executive level presentation scheduled next month to share the newly proposed process. She must take an active role to ensure success.

Sunny is a Financial Manager working as a subject matter expert for the project. Sunny views the project favorably and convinces her team of the value of the project. Project deliverables recently changed, and Sunny will be needed to perform some critical tasks.

Mariko serves as an Operations Manager. She manages a group that performs a number of key support processes. This process is one that falls within Mariko's area of responsibility. She thinks this project is "change for change sake." Without Mariko's cooperation, the project will fail.

Krishna is the lead quality control director in the organization. Krishna's team will be essential to releasing the financial process and any marketing tool upgrades required. Krishna's team will be responsible for inspecting and verifying all project deliverables. At this point, Krishna has not been brief on the proje