

BEYOND UX DESIGN

Master Your Craft Beyond Pixels & Prototypes

Stakeholder Communication Plan

Stakeholder Management Exercise



Thanks for downloading!

Before we dig in...

Thank you for reading *Beyond UX Design*! I'm thrilled to guide you on your journey towards mastering your craft beyond pixels and prototypes.

With these additional downloads, you'll discover tools that I use to help identify, analyze, and strategically manage your stakeholders.

I hope these tools are as helpful to you as they were to me!



It's time to craft your stakeholder communication strategy

Now that you've mapped out your stakeholders using the Stakeholder Assessment Matrix, it's time to develop a targeted communication plan. The "Stakeholder Communication Plan" is your next powerful tool in effective stakeholder management. This plan helps you tailor your messaging, choose appropriate channels, and set the right frequency for engaging each stakeholder on your list.

With the communication plan in hand, you'll be able to:

- Customize messages for different stakeholder groups
- Select the most effective communication channels
- Determine optimal frequency of communication
- Track and measure the effectiveness of your engagement efforts

Remember, effective communication is at the heart of successful stakeholder management. It's not just about delivering information. You should be using these insights to build relationships, manage expectations, and drive decisions towards the correct path. The communication plan you're about to create will be your roadmap for achieving these goals.

If you haven't mapped your stakeholders yet, you'll need to do that before filling out the communication plan. Grab the Assessment Matrix online at BeyondUXdesign.com/downloads. You'll use these two tools to help you plan and execute your communication strategy.

Good Luck!

- Jeremy

Stakeholder Communication Plan

Identify stakeholders: Recognize both internal and external stakeholders and ensure all are prioritized to include everyone involved.

Identify stakeholder group: List the group from the corresponding quadrant from the stakeholder assessment matrix

Define key interests: Identify what this stakeholder cares about most.

What to address: Identify what areas of concern you want to keep this person aware of.

Identify channel: What method will we use to communicate with this stakeholder?

Identify frequency: Decide the timing and frequency of communications with this stakeholder.

Stakeholder	Stakeholder Group	Key Interest	What to address?	Channel	Frequency

Stakeholder Communication Plan

When you're done, your communication plan may look something like this. Remember there is no wrong answer. The most important thing is thinking about it.

With both your Assessment Matrix and Communication Plan in hand, you're now prepared to engage with your product's key players.

Remember This plan is a living document. Revisit and refine it as your work evolves. Be flexible in your approach. Stakeholder needs and positions may shift over time.

Share your plan with key team members. Set up a system to track the effectiveness of your communication efforts. Schedule regular reviews of your plan to keep it current and relevant.

Stakeholder	Stakeholder Group	Key Interest	What to address?	Channel	Frequency
Casey	Champion	ROI, Business Goals	Strong business cases w/ clear ROI	Board Meetings	Quarterly
Alex	Challenger	Resource allocation	Technical concerns in detail	Email	Bi-Weekly
Taylor	Supporter	Timeline & Roadmap	Research findings & analytics data	Team meetings	Monthly
Sam	Bystander	Research & Branding	General updates	Slack updates	As needed
Jordan	Bystander	Tech specs & timelines	Clear requirements & timelines	Daily standup	Weekly

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What truly distinguishes Jeremy is his dedication to understanding me personally and providing advice that's tailored to my unique path. With Jeremy, I am more than just a mentee; I am a young designer whose voice matters.



Gaozong Y.



I was very fortunate to have Jeremy as a coach in a design strategy class. Not only was Jeremy great at connecting what we learned in those lessons to real-world examples, but I found his broader UX guidance and wisdom just as valuable. We walked through philosophies on teamwork, collaboration, and leadership. We also talked about how to handle and give great feedback in my particular circumstances, and more. This kind of advice is very hard to come by and was even more impactful in 1:1 coaching format. I couldn't recommend Jeremy more!



Chris B.



Jeremy was energetic and kind during our chat. He provided pragmatic and thoughtful guidance that I will be using as I traverse my new role. I found him to be very easy to talk to and very humble while leaning on his expertise. I will be connecting with Jeremy again because he was so fantastic!



Matthew M.



I'm so grateful to have found Jeremy! He's super supportive, genuine and knows how to help you see your value. I would recommend him to anyone. He is so easy to talk to, and I feel like I'm getting an honest perspective. Each time I chat with him I walk away with lots of practical advice. Most of all, I feel like he really wants to be there to help because he's been there!



Tomomi I.



Jeremy guided me in laying out my goals and provided clear and insightful portfolio and networking tips. I feel much more confident and motivated moving forward. He was very open to keeping in touch, and overall such an open-hearted individual. Looking forward to learning more from him!



Kaho F.