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# Stakeholder Engagement Matrix

## Template

*Every organization has stakeholders—people and organizations that have a stake in your success can impact your ability to achieve your goals and are key to growth. Managing your stakeholders is key—identifying them, monitoring their activity, and communicating and engaging them in a thoughtful way improves the likelihood of success down the road.*

Here’s a **five step stakeholder engagement plan template**:

### **1) Define Your Objective**

What is your goal for your stakeholders? Are you looking to activate them and have them advocate on your behalf? Just looking to keep tabs on them to inform your own practices? Write out your objective of engaging stakeholders here.

### **2) Identify Your Stakeholders**

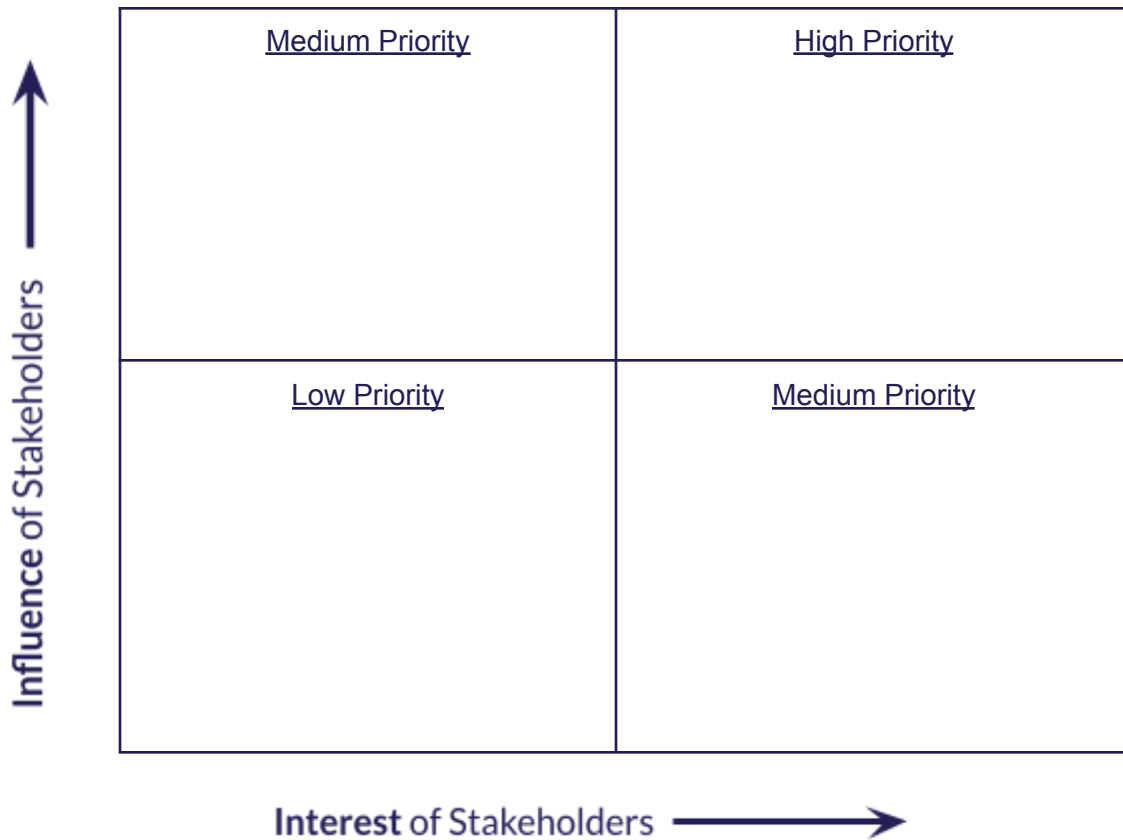
What roles do your stakeholders hold in the community? When building a list from scratch, what identifying qualities are important about their backgrounds? Here are a few examples of who your stakeholders may be—highlight the ones that fit your organization.

- *Policy*: elected officials, regulators, public authorities
- *Corporate*: employees, customers, competitors, investors, shareholders
- *Industry*: labor unions, NGOs, press
- *Community*: organizers/activists, schools, resident associations, religious organizations
- *Region(s)*: federal, regional, state, local, international
- *Other*: \_\_\_\_\_

### **3) Prioritize Your Stakeholders with a Matrix**

Now that you’ve identified all your stakeholders, it’s time to prioritize. Using the quadrant below, map your stakeholders by their interest (their willingness to get involved with your organization)

and their potential influence (their personal ability to cause change) to help you achieve your objective.



#### 4) Assemble Your Toolkit

With a better sense of your priorities, you can start to assemble your toolkit for activating and engaging your stakeholders. You'll need tools that address three key stages of stakeholder engagement—monitoring, communication, and engagement.

##### a. MONITORING

Information is everywhere. Do you know what they are saying on social media, in press releases or in legislation? What if they are mentioning your organization? You never want to miss a mention of your organization by your stakeholders, so look for tools that can alert you to conversations about your organization. Tools like [Google Alerts](#), [Tweetdeck](#), and [Quorum](#) offer different ways of monitoring your stakeholders.

Current monitoring strategy: \_\_\_\_\_

Next Steps: \_\_\_\_\_

##### b. COMMUNICATION STRATEGIES

Being able to communicate quickly and in a targeted way is essential when working with stakeholders, and having the right tool is critical to do this well. Ask yourself, “What is the best way to communicate our objective?” Is it an event where we communicate in person, like a conference? A pitch to reporters to get your message in front of stakeholders in a media publication? Social media? Online advertisements? Things to consider when selecting a tool—does it allow contacts to be segmented by region, issue, or custom field, and can you personalize your outreach.

Current communication strategy: \_\_\_\_\_

Next Steps: \_\_\_\_\_

\_\_\_\_\_

**c. ENGAGEMENT TACTICS**

It’s important your stakeholders’ feel involved in your decision-making process. What are the best ways to engage them? How can you track and prove the ROI of that engagement? Should you hold a fundraiser? Organize a visit to your organization’s facilities?

Current engagement strategy: \_\_\_\_\_

Next Steps: \_\_\_\_\_

\_\_\_\_\_

**5) Outline Your Game Plan**

Return to your stakeholder priority map. Starting with the lowest priority, outline how you can use the strategies described above to monitor, communicate, and engage with each stakeholder.

<i>Low Priority Stakeholders</i>	Monitor	Communicate	Engage
<i>Ex: Press</i>	<i>Tweetdeck</i>	<i>Press Release</i>	<i>Town Hall</i>

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<i>Medium Priority Stakeholders</i>	<i>Monitor</i>	<i>Communicate</i>	<i>Engage</i>

<i>High Priority Stakeholders</i>	<i>Monitor</i>	<i>Communicate</i>	<i>Engage</i>

**Best Practice:**

Continue to update your plan regularly. As your organization grows and changes, certain stakeholders may become more valuable to achieving success and tools to monitor, communicate, and engage may become more advanced. Consider an integrated stakeholder engagement tool like [Quorum](#) to centralize information and engagement with your stakeholders.

Now that you've got your stakeholder engagement plan set up, see [how the Coca-Cola Community Relations Team executes its stakeholder engagement plan with Quorum](#).