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**Stakeholder engagement plan**

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**Stakeholder Communication Ranking**

1. Holds power over your enterprise and has a high level of interest. Manage these stakeholder relationships closely.
2. Holds power over your enterprise but is likely to only have low interest. Keep these stakeholders happy but don’t overload them.
3. Has little power over your enterprise but has high interest. Keep these people involved, they can often be the ones to provide really helpful ideas and new connections.
4. Has little power over your enterprise and low interest. Monitor these stakeholders, but don’t overload them with information; your communications may end up just being ignored if they become too frequent for this group.

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| **Stakeholder name** | **Communication ranking *(see above)***  | **Key interest in your enterprise** | **Current level of engagement** | **Desired level of engagement** | **Actions to reach desired level of engagement** |
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***Figure 1; potential stakeholder groups***