Stakeholder Communication Mapping

Who needs to know what? By when? How?

A "stakeholder" is anyone with an interest in your project, or anyone who might be impacted by the project (even if they don't realize it). Stakeholders can vary widely in terms of their level of engagement in the project. It's important to consider the needs of each stakeholder group when communicating about your project. Common stakeholders include:

- Project leader(s)/ PI(s)
- Students/team members
- Project manager (yes, you have specific needs too!)
- Sub-teams/sub-team leads
- Project sponsors/funders

- The Duke community
- Clients/external partners
- Specific population(s) linked to your research project
- The public

Stakeholder Communication Plan

Use the table below to jot down notes about specific stakeholder groups related to your project and their unique communication needs. You can formalize this into a "Stakeholder Communication Plan" that your team regularly revisits and/or build communication tasks and check-points into your project plan/timeline.

Stakeholder	What do they need to know?	How and when will they receive communications?
Project leader(s)/ PI(s)		
Students/team members		

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Others?		