

4.6: Stakeholder Communication

Communicating with business stakeholders is an important part of the job.

Watch this TikTok about Business Communication.

[TikTok - Make Your Day](#)

Then, watch this TikTok about a student email to an Instructor.

[TikTok - Make Your Day](#)

5 TIPS FOR AN EFFECTIVE COMMUNICATION STRATEGY FOR STAKEHOLDER ENGAGEMENT



STEP 01

Make sure all information regarding your project is presented in a transparent way. The more you share in an honest, factual and easy to comprehend format, the more likely it is that stakeholders will take the time to comprehend your intentions, what their role is, and how it may affect them.

STEP 02

Communicate with stakeholders in the manner that works best for them. Recognize that each person or community is different and select the most suitable communication channel – email, online platforms, social media, phone, or in-person group meetings. People should be offered a variety of options to communicate with you and provide their input.

STEP 03

Do not judge what your stakeholders value, instead seek to understand why. Keeping an open and curious attitude will help your team understand the history and concerns of your stakeholders. This open, curious attitude will help both sides reach creative solutions to overcome roadblocks, aligning values and interests in the process.

STEP 04

Provide feedback to stakeholders on how their interests and issues are addressed and resolved. Track commitments made to them and ensure project team members coordinate consultation events, share information, and assign tasks and follow-up actions.

STEP 05

Keep a careful record of all aspects of stakeholder communications that occur over time. This includes meetings, phone calls, emails, & commitments made. Misunderstandings & delays can be prevented if you can easily demonstrate the history of all aspects of communication with your stakeholders – which is especially challenging with multi-year projects where representatives change over time.



Image Source: Tonie Burgos. "5 Tips For An Effective Communication Strategy For Stakeholder Engagement" by Sustainet.com." *Resource Mania Coach*. 2020.

5 Communication Strategies

The graphic above shows 5 communication strategy tips that are helpful to use when communicating with stakeholders. They consider:

1. Transparency
2. Methods
3. Understand what matters to stakeholders
4. Provide feedback
5. Keep record of communications

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