

Stakeholder & Communication Plan

Map who is affected by a software change and plan what to tell them, when and how

How to use this template: list every group affected by the change, decide what each needs, then schedule messages in the communication calendar. Review weekly during launch.

1. Change summary

Item	Details
What is changing	[e.g. Moving from spreadsheets to a new CRM]
Why it matters	[The benefit in one sentence]
Go-live date	[Date]
Change owner	[Name]

2. Stakeholder map

Group	Size	Impact	What changes for them	What they need	Champion
Executive sponsor	[1]	Low	Accountable for outcomes	Progress metrics	[Name]
Managers	[40]	Medium	Lead teams through change	Talking points, dashboards	[Name]
Frontline users	[800]	High	New screens and processes	Short training, in-app help	[Name]
IT and service desk	[15]	Medium	Support new questions	Knowledge base, escalation path	[Name]
[Group]	[]	[]	[]	[]	[Name]

3. Key messages

Audience	Core message	Proof point
Everyone	[Why we are changing and what is in it for you]	[Data or example]
Managers	[Your role in making this work]	[Team dashboard]
Frontline users	[Help is built into the app; here is where to start]	[Demo or video]

4. Communication calendar

When	Message	Audience	Channel	Owner	Status
4 weeks before	Why we are changing	Everyone	Leadership email	[Name]	[]
3 weeks before	Manager briefing pack	Managers	Meeting	[Name]	[]
2 weeks before	What changes and when; where to get help	Users	Email, intranet	[Name]	[]
1 week before	Reminder and training sessions	Users	Calendar invites	[Name]	[]
Launch day	It is live: start here	Users	Email, in-app welcome	[Name]	[]
Week 2	Tips and answers to common questions	Users	Chat, in-app	[Name]	[]
Day 30	Early wins and what is next	Everyone	Leadership update	[Name]	[]
Day 90	Results against goals	Sponsor, managers	Report	[Name]	[]

5. Feedback channels

- [Dedicated chat channel for questions]
- [Weekly office hours during the first month]
- [Short pulse survey at day 14 and day 60]
- [Champions meeting every two weeks]

Related: adoptionstack.com/blog/software-rollout-change-management and the 30-60-90 day rollout plan template.