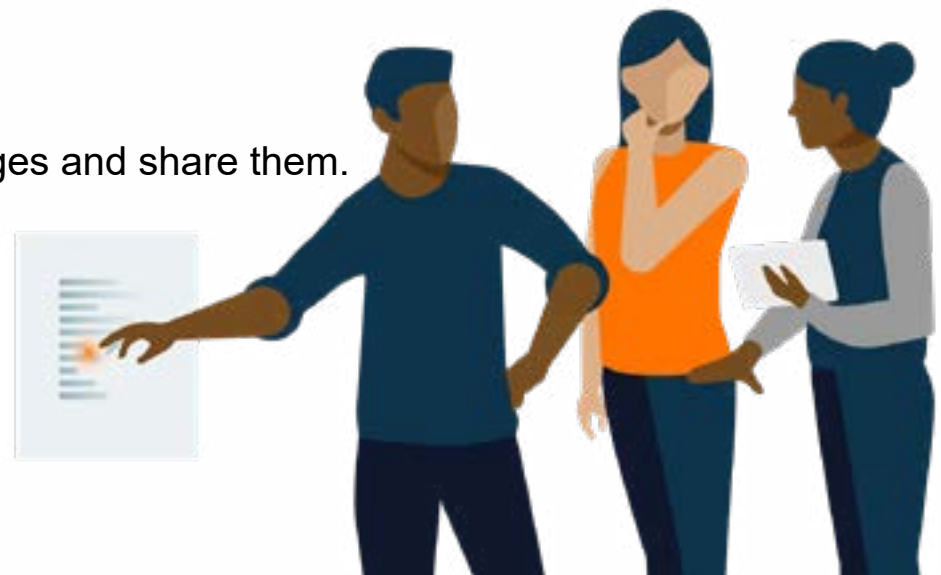


PROJECT COMMUNICATIONS

GENERAL COMMUNICATION GUIDELINES

- Keep in mind the target groups both inside and outside the team. Who needs to know and what?
- Which are the key-messages for your project? Stick to them.
- Choose the communication channels that you will use. These channels have to be accessible to everyone in the co-creation team and the target groups.
- Choose the people responsible for the communication. Everyone's contribution is needed, but someone needs to steer the wheel.
- Communicate during the whole co-creation journey.
- Stick to your communication routines/plan or make changes and share them.



STAKEHOLDER MAPPING

With stakeholder mapping you are able to clarify and visualise important stakeholders in your project. It further helps you prioritise and decide on what kind of communication needs different stakeholders have and can therefore save you a huge amount of time and make sure you do it right from the beginning.

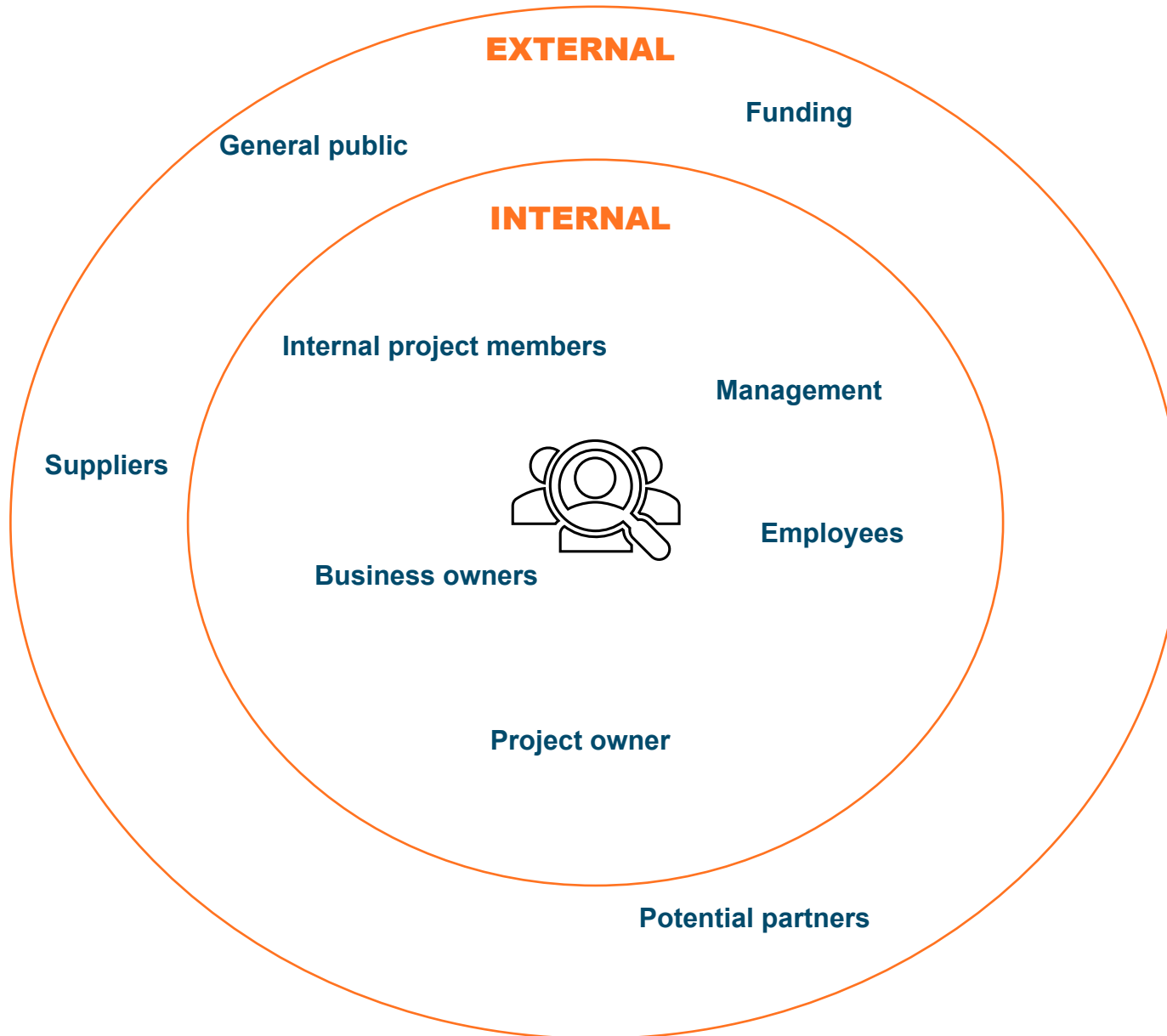
Why?

- To make sure you get input from the right places
- To make sure crucial key players are informed and onboard
- To build a relationship of trust with important stakeholders

How?

- Identify internal and external stakeholders for your project (people that can affect and needs to know something about your project)
- Analyse the stakeholders according to how important they are to your project and choose whom to communicate often to
- Your stakeholders will form different target groups for your project. Start planning on how to communicate with these different target groups.

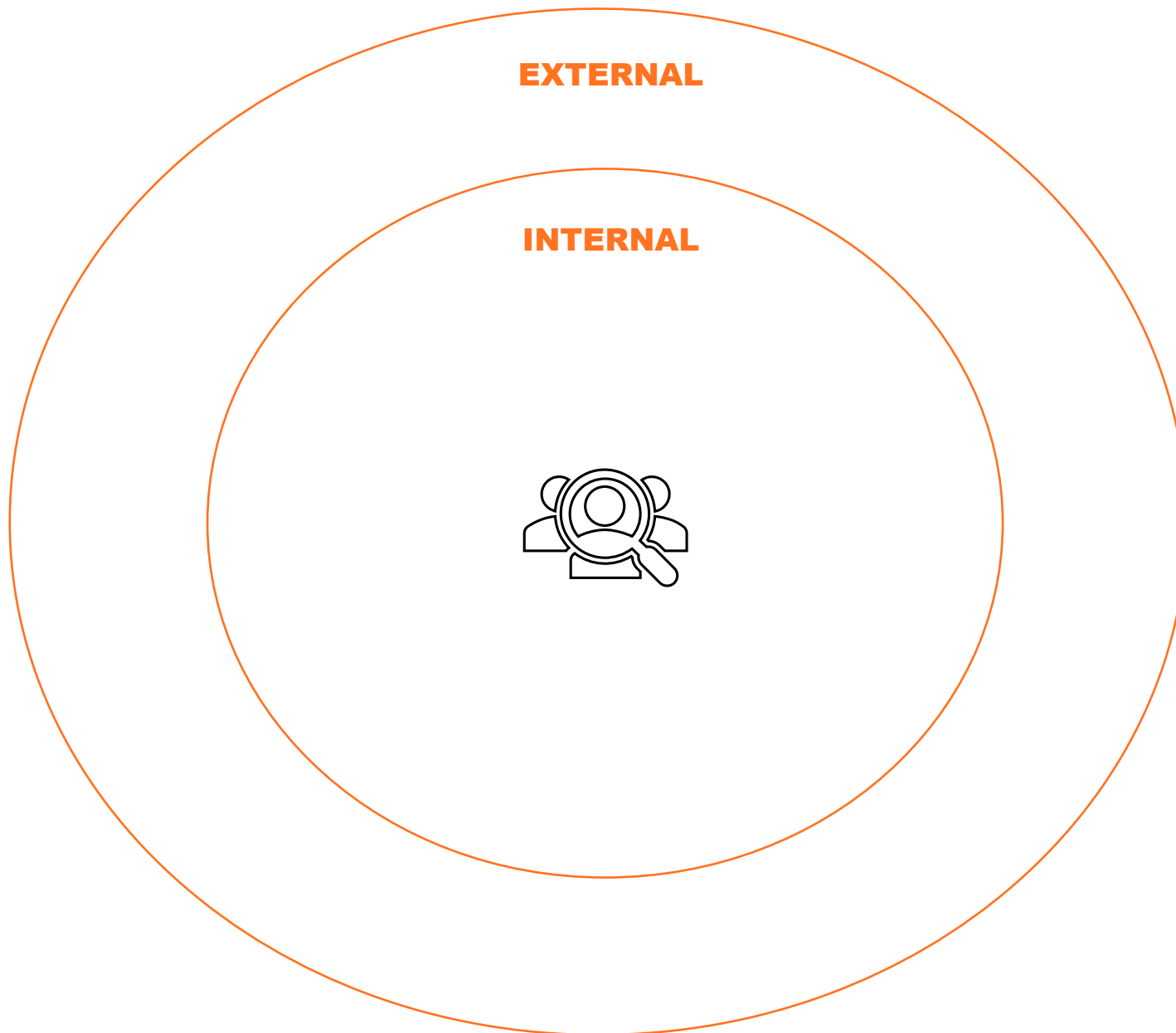
EXAMPLE OF STAKEHOLDER MAPPING



External stakeholders
Stakeholders outside your project team or project organisation.

Internal stakeholders
Stakeholders involved in the project or employees of the project organisation. Ex. if a supplier is part of developing a project, the supplier might be an internal stakeholder although it normally would be regarded as an external.

STAKEHOLDER MAPPING



External stakeholders

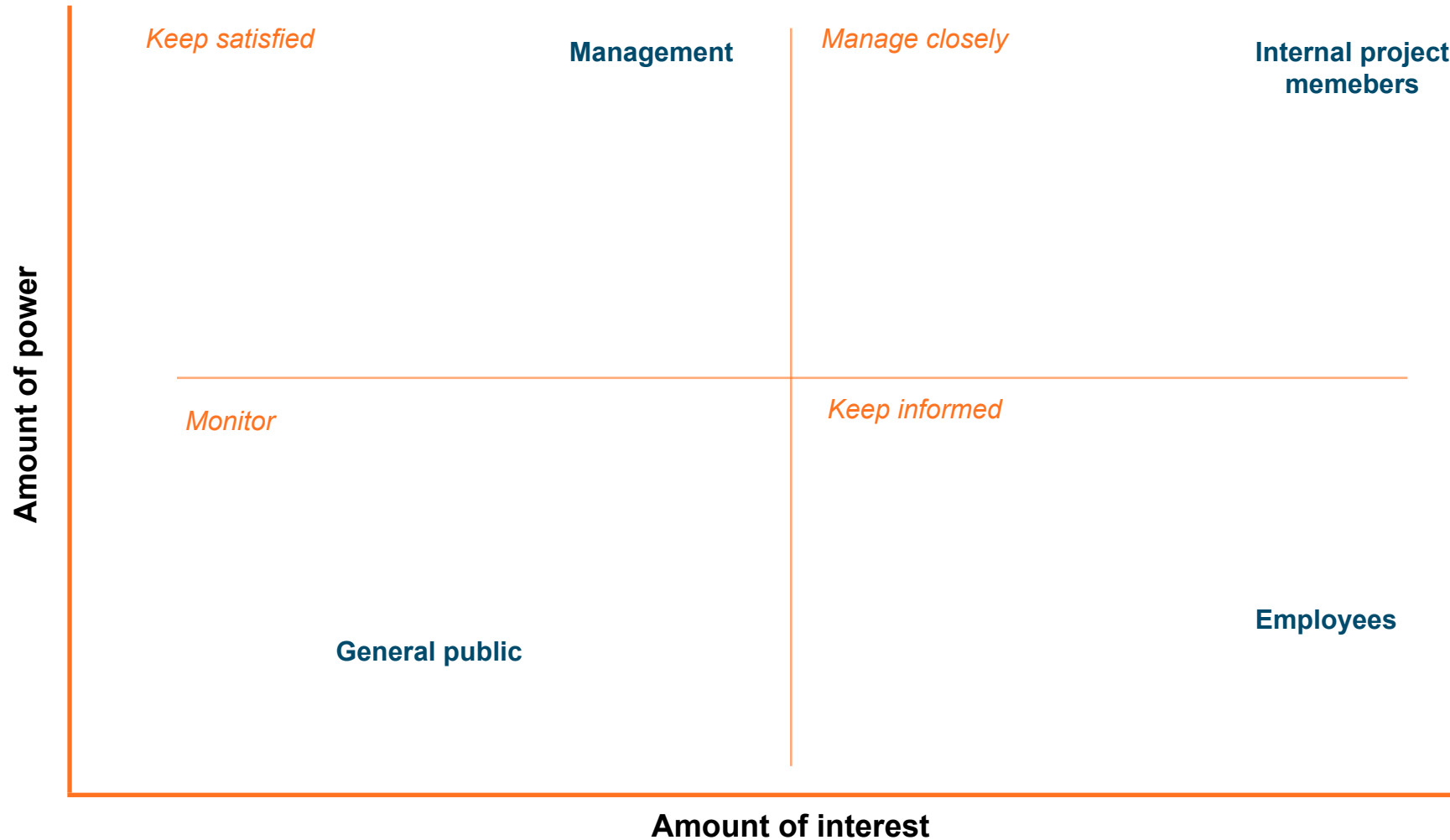
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Internal stakeholders

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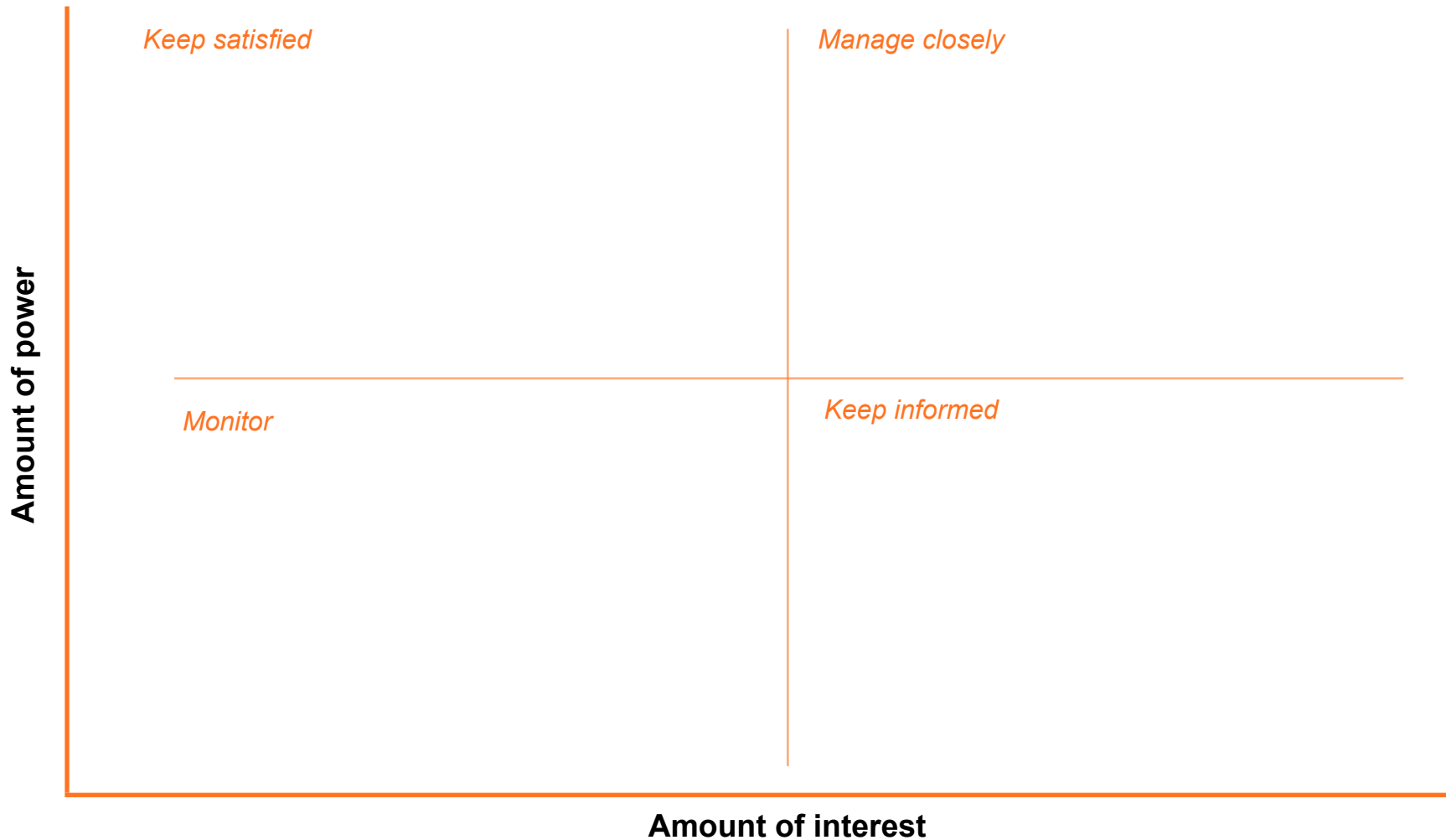
STAKEHOLDER PRIORISATION EXAMPLE

Prioritise your stakeholders depending on the amount of interest and power they have over your project. This will help you decide on whom to communicate to actively. Highest amount of power and interest requires most active communication.



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PROJECT COMMUNICATION ROUTINES

Fill in your most important stakeholders and agree on how to communicate with them following the example.

TARGET GROUP	Example <i>Project team members</i>				
CHANNELS	<i>Project chat tool, document saving place, mutual meetings, project board</i>				
HOW AND WHEN	<i>Active communication every day through chat, 15 min info meeting every morning, project board go through every week</i>				
RESPONSIBLE	<i>Everyone in the project responsible for active communication, project manager responsible for info meetings and project board meetings</i>				