



Trusted Advisor Series

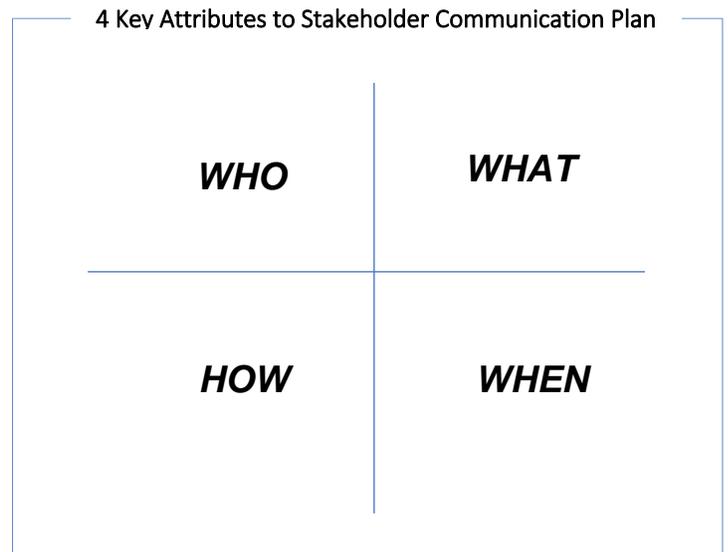
Stakeholder Communication Planning



Developing the Communication Plan

Our previous excerpts in the Trusted Advisor series have helped us in understanding the importance of stakeholder alignment, how we might consider using empathy in our interactions with others, and how to expand influence to new areas of spend and to drive new value.

This brief focuses on setting up a communication plan. In its most basic form, a sound communication plan should address who you need to communicate with, what you will communicate on, the means by which you will communicate, and finally the frequency by which you elect to communicate.



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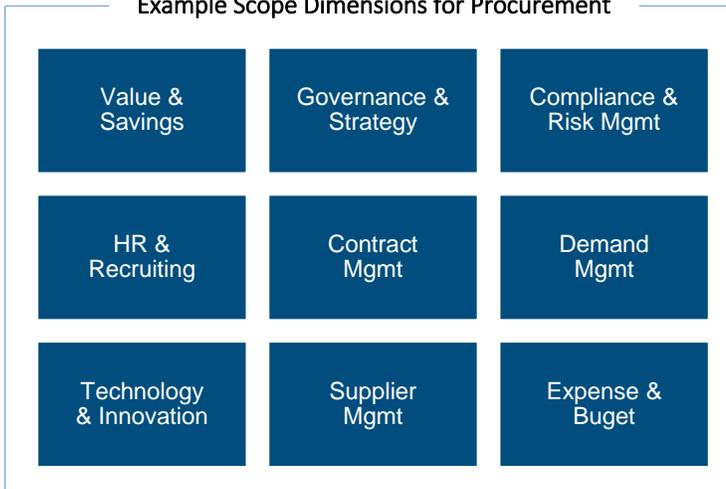
Who Comprises Your Stakeholder Universe?

The stakeholders you communicate will depend on several factors such as your organizational structure, your specific role, the scope of your responsibilities, how success is measured for performance to those responsibilities, and ultimately how these measures align to the goals of the organization.

While each of you will have unique participants across your stakeholder universe, the following types of stakeholders might each warrant a specific communication plan of their own to a procurement professional:

- Manager or Procurement Leadership
- Direct Reports or Procurement Team Members
- CFO, Head of Finance, or Budget Owners
- Manufacturing and Supply Chain Leadership
- Human Resources & Recruiting
- Other Functional Leaders & Key Spend Consumers
- Legal, Risk, and Audit Stakeholders
- Incumbent & Emerging Suppliers
- Strategic Partners

Example Scope Dimensions for Procurement



Scope of Your Communication Universe

The specific content areas to be covered in your communication plan can run the gamut from high-level and strategic dimensions to areas considered more transactional and tactical. To the left is an example of several scope dimensions common across procurement & purchasing communications.

As we consider our stakeholder environment and the objectives we are aligned to support, determining how to organize and prioritize communications can prove challenging.

Prioritizing Stakeholder Interest Areas

A key to determining the most appropriate method of communication and the frequency of that communication amongst stakeholders is to attempt to organize and prioritize them according to value importance and interest areas.

While there are myriad of techniques and best practices for how to analyze stakeholders to prioritize them, one helpful model worth considering is Mendelow's Matrix, essentially a Power Interest Grid applied broadly for prioritizing stakeholders.



Communication Channels Per Interest Areas

While certain communication and engagement channels are limited during the current pandemic environment, there remains an array of communication methods and cadences to utilize pending where the stakeholders and content areas are prioritized.

The frequency and type of communication varies but can include simple email updates to full blown quarterly business reviews to all areas in between.

The figure to the right portrays common communication strategies leveraged across key interest areas and stakeholders.



Example Stakeholder Communication Planning Worksheet

 WHO	 WHAT	 HOW	 WHEN
CFO	Savings Results	Reporting & Email	Weekly
Supplier A	Supplier Performance	Review Meeting	Quarterly
CIO	Supplier Risk Results	Reporting	Weekly
Facilities Lead	Energy Savings	Reporting & WebEx	Monthly
HR Lead	Mark-Up Savings	Reporting	Monthly
Logistics Lead	TL & LTL Update	Reporting & WebEx	Monthly
Logistics Lead	Ocean Update	Reporting & WebEx	Quarterly
BI Analyst	New Spend Insights	Reporting & Email	Bi-Weekly

About the Trusted Advisor Series

EC Sourcing Group's *Trusted Advisor Series* provides ongoing thought leadership centered on ways procurement can improve its alignment and strategic partnerships with key stakeholders.

If you would like to see a specific topic covered in the series, please contact us directly via the following link and place "Trusted Advisor" within the additional details section: <https://www.ecsourcinggroup.com/contact/>

About EC Sourcing Group

Founded in 2001, EC Sourcing Group is focused on delivering robust yet easy to use technology for today's strategic sourcing & procurement professional. Comprised of former industry sourcing practitioners and leaders from sourcing & procurement firms, EC Sourcing Group's solutions have been consistently recognized for customer value and alignment to sourcing-centric needs. If you would like to schedule a demo or brief discussion around how our work might align with your needs, please contact us at: <https://www.ecsourcinggroup.com/book-a-demo/>

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