



Module 13

Workshop 1: Stakeholder Communication and Engagement Planning



Who holds the power?

Before we plan stakeholder engagement, think about influence in your own ML projects.

Which stakeholder has the greatest impact on your project's success?

Type your answer in the chat!





Module 13

Workshop 1: Stakeholder Communication and Engagement Planning



Agenda

- **Review:** Recap key concepts.
- **Practical exercise:** Building a stakeholder engagement plan.
- **Closing:** Wrap up and reflection.



Learning objectives

- Identify and prioritise key stakeholders using influence–interest mapping.
- Develop and evaluate stakeholder engagement plans aligned to project goals.
- Practice communication and negotiation to balance competing priorities.
- Reflect on tone, frequency, and framing choices that build trust and alignment.

Async review: Units 1 and 2

Go to My Multiverse, Module 13
Workshop 1

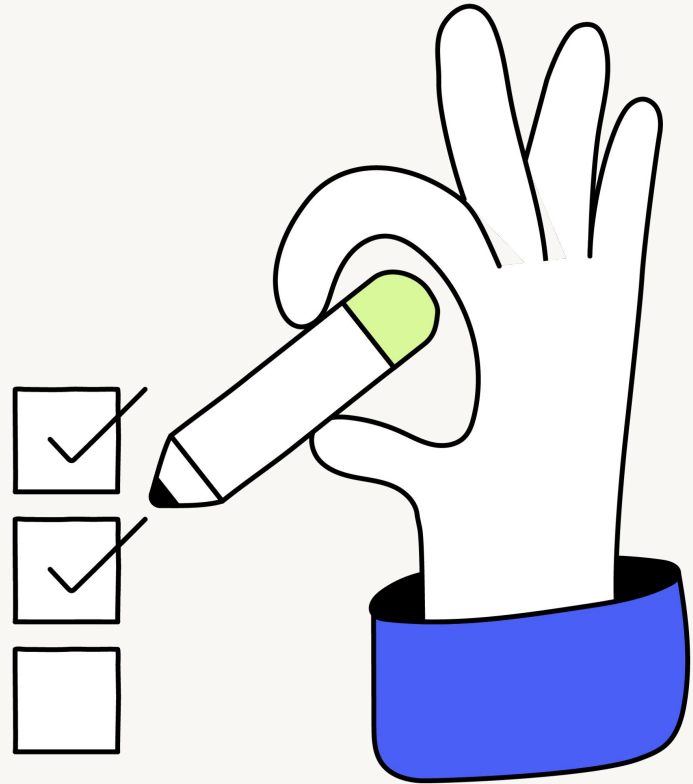


Navigate to the **"Async review"** page



Review the summaries of Units 1 and 2,
then complete the following Poll:

**How do you engage your
stakeholders?**





Poll debrief

- **Stakeholder challenges vary:** unclear roles, limited updates, or conflicting priorities.

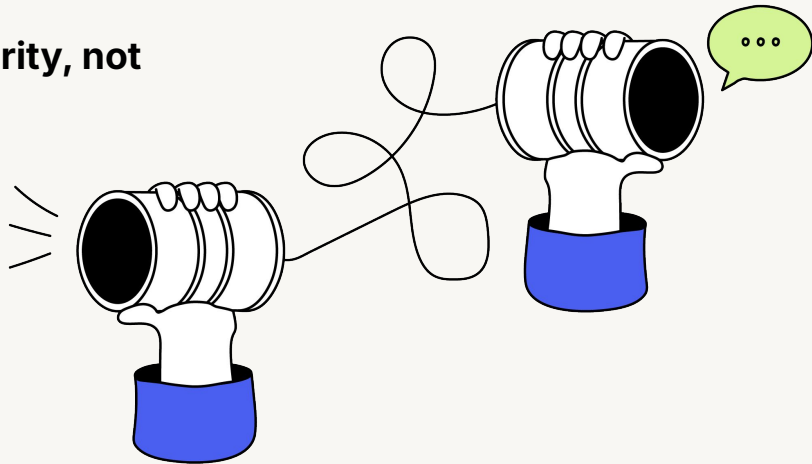


Which part of engagement is hardest for you: identifying key players, keeping them informed, or managing competing needs?



Communicating with impact

- Adapt your tone, detail, and framing to match technical and non-technical stakeholders.
- **With technical audiences**, focus on accuracy, data transparency, and process clarity.
- **With non-technical audiences**, emphasise outcomes, relevance, and business value.
- Avoid jargon when it creates confusion — **aim for clarity, not complexity.**

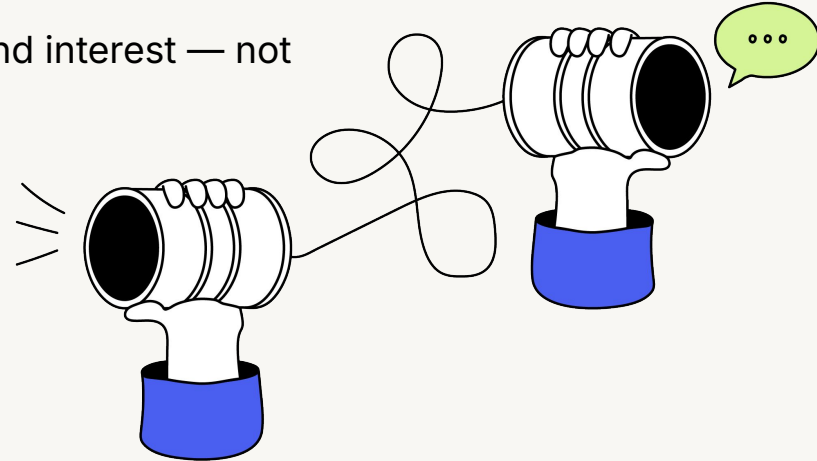


Mapping stakeholder influence and interest

Use a **stakeholder matrix** to visualise influence and interest levels.

- **High influence, high interest:** manage closely.
- **High influence, low interest:** keep satisfied.
- **Low influence, high interest:** keep informed.
- **Low influence, low interest:** monitor periodically.

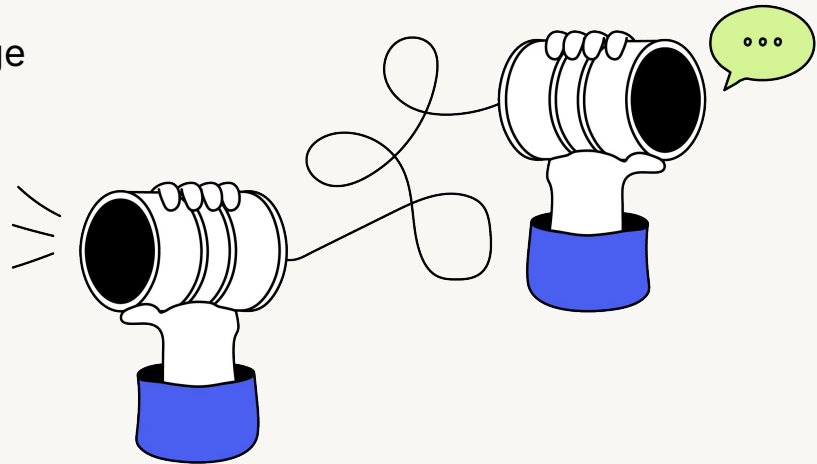
Prioritise your engagement strategy based on influence and interest — not just seniority or visibility.





Planning communication and managing priorities

- A strong communication plan outlines:
 - **Who:** key stakeholders and message owners.
 - **What:** critical messages or updates.
 - **When:** timing and frequency of communication.
 - **How:** preferred channels and formats.
- Use structured, empathetic communication to manage conflicting priorities.



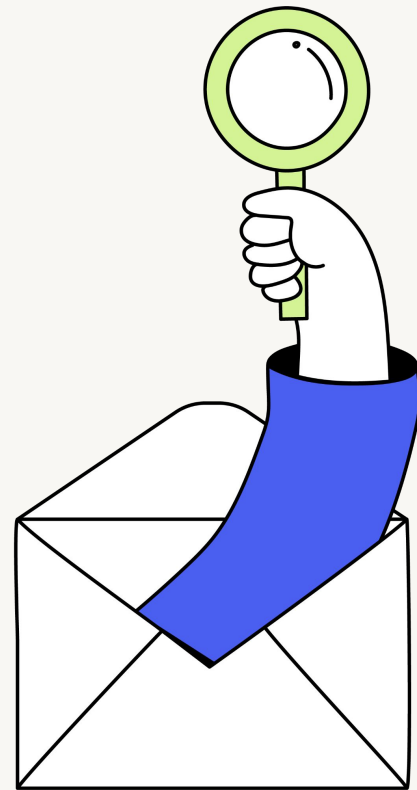


Practical exercise: Building a stakeholder engagement plan



Practical exercise: Context

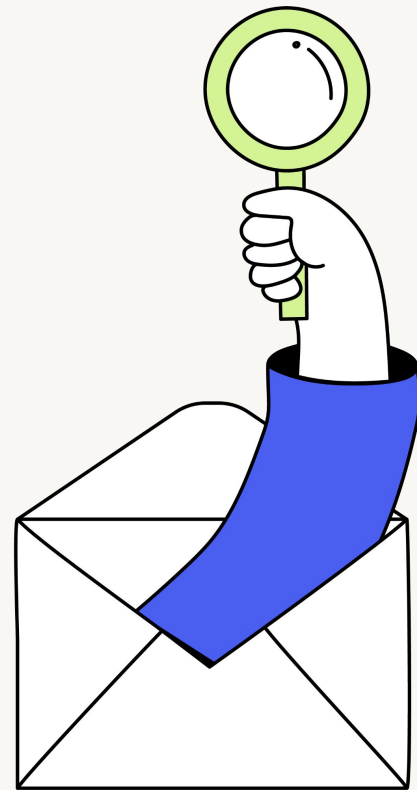
- **Company:** GreenFin, a fintech company developing an ML-based credit risk model to assess loan applicants.
- **Project goal:** Improve lending decisions, reduce default risk, and ensure fair, data-driven credit assessments.
- **Challenge:** As GreenFin faces regulatory scrutiny, stakeholders have competing priorities around transparency, bias, and compliance — requiring a clear engagement and communication plan to stay aligned.





Practical exercise instructions

- Work in breakout rooms in small groups.
- Step into the role of GreenFin's ML project team.
- Find all instructions and resources on Ariel.





Access the skills application

Go to My Multiverse, Module 13
Workshop 1



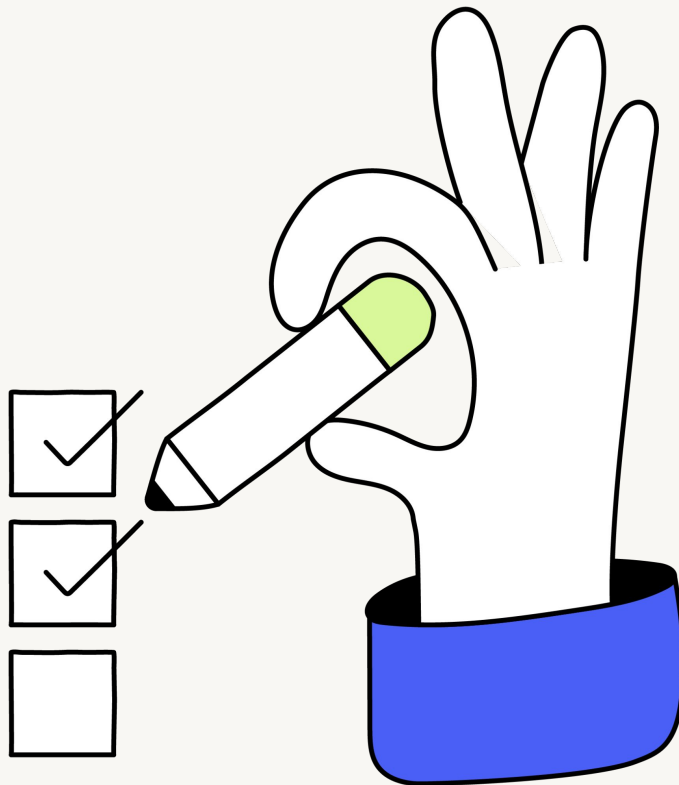
Navigate to the **"Practical exercise"**
page



Start working on the activity tasks



Be prepared to share in 20 minutes
when we come back together





Group discussion debrief



Practical exercise debrief

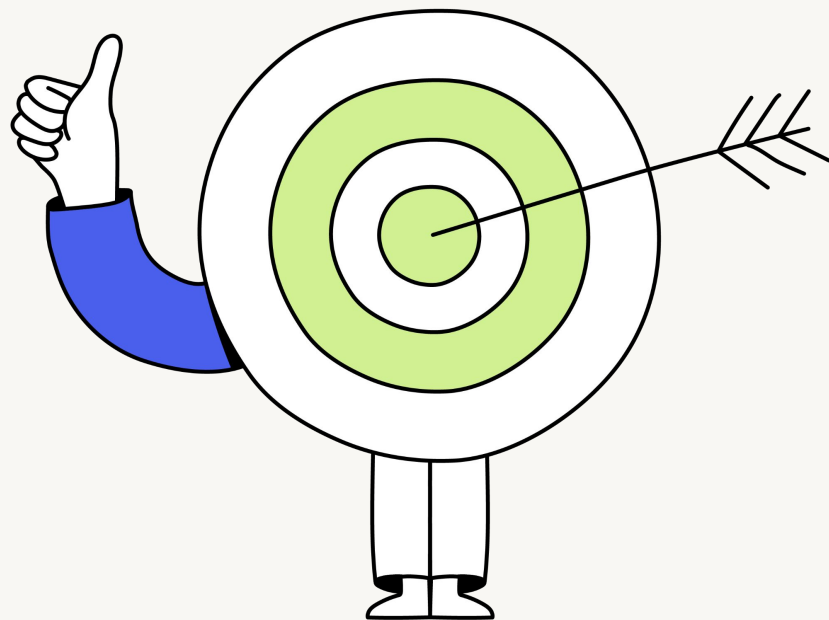
- 1 Which stakeholder was most influential or challenging to align?
- 2 What was one key choice your group made in the engagement plan?
- 3 What would you do differently next time to strengthen alignment or communication?





Key takeaways

- 1 Map stakeholders by influence and interest to focus your effort effectively.
- 2 Tailor communication style, tone, and detail to each stakeholder group.
- 3 Use structured, transparent updates to manage priorities and maintain trust.
- 4 Plan engagement early, alignment is built through consistency, not crisis.





Applying **key** **takeaways** to your organisation



Applying key takeaways

- 1 How does your organisation identify and prioritise stakeholders in ML or data projects?
- 2 Where do communication gaps or alignment challenges most often occur?
- 3 What steps could your team take to strengthen engagement, transparency, and trust across technical and non-technical groups?



Share your plan to apply new skills

Go to My Multiverse, Module 13
Workshop 1



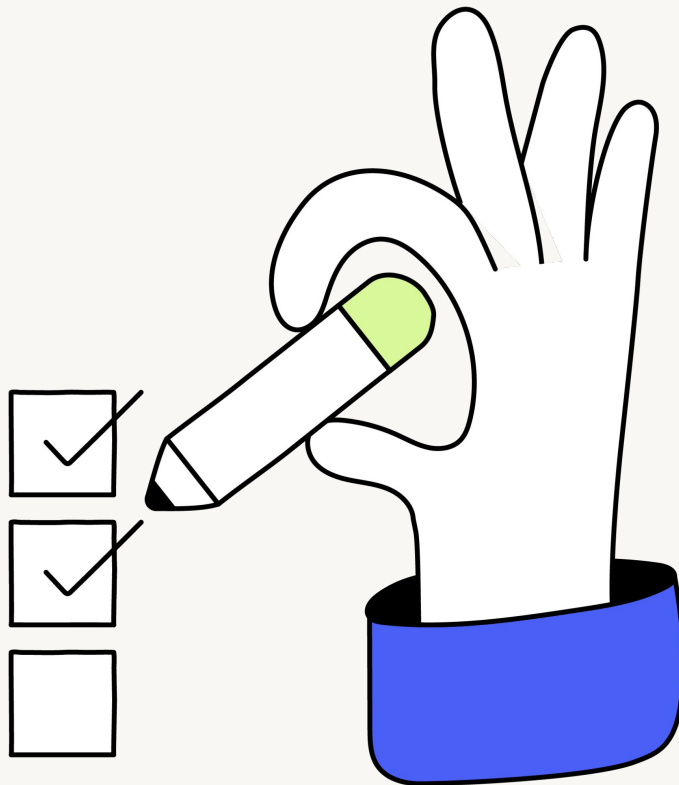
Navigate to the discussion activity
page **"Apply new skills to your role"**



Take 5 minutes to share how you will
apply this skill in your role



Take time this week to read what
others have written and get new ideas!





Closing out

- **Next workshop:** Crafting Inclusive ML Documentation and Communication
- **Have questions?**
 - Chat with Atlas
 - Reach out to your Cohort Coach
 - Sign up for Tutoring
- **Log your OTJ hours**
- **Take the Workshop Survey** on My Multiverse

multiverse