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Overview: This plan identifies and classifies the Printed Circuit Board Assembly Line Move project stakeholders to gain their input and support; determines their influence and interest; and states our approach to stakeholder communication and conflict management. This will minimize the likelihood of adverse impacts arising from competing goals and allow us to more effectively utilize project resources. Early identification and communication with stakeholders is imperative to the success of the Printed Circuit Board Assembly Line Move; this provides the opportunity to gain optimal project support from internal and external stakeholders, and respond as necessary where there is friction. Some stakeholders may have interests that are favorably or unfavorably affected by the assembly line move.

By engaging and communicating early and frequently with our stakeholders, we can balance their interests while successfully accomplishing project tasks to schedule and budget. Stakeholder Identification: The Phillipe Broadband Networks (PBN) project team conducted a brainstorming session to identify project stakeholders. The brainstorming session was conducted in two parts and included the primary project team members and project sponsor.

The first part focused on internal stakeholders within PBN, to include project team members, functional managers, and decision-makers from operations, human resources, finance, quality assurance, and legal. The second part focused on external stakeholders, which included our customers, the supplier, the State of New York Department of Labor, Syracuse community, and other individuals/organizations who reside outside of PBN. The following conditions were used to identify project stakeholders:•Are they directly or

indirectly affected by this project?•Do they have the ability to influence the project?•Can they impact project resources (e.

g. equipment, personnel, funding, etc.)?•Do they possess unique skills or capabilities?•Do they benefit from the project?•Can they effectively oppose and challenge the change? The project team additionally identified key stakeholders during its brainstorming session. Key stakeholders are those who have the most influence on this project, or those who potentially may be greatly impacted by it. These key stakeholders require the highest levels of communication and management; they will be involved in steering committees, focus groups, and other project meetings to ensure their concerns are identified and addressed.

Stakeholder Analysis: The project team analyzed each stakeholder to determine their respective level of power and influence. The project team also planned methods for approaching each stakeholder, determining the respective levels of communication and project participation required. The project team utilized a power/interest chart to illustrate the potential impact each stakeholder may have on the project's success and outcomes: From the power/interest chart, stakeholders K, O, P, Q, and R require low managerial effort but must be monitored. The project team must keep stakeholders L and G satisfied by responding to their concerns and inquiries. We must keep stakeholders D, E, F, I, and N informed through regular communication and project/milestone status updates. Stakeholders A, B, C, H, J, and M are key to the project's success and must be included in all levels of project planning and change management.

Additionally, these key stakeholders should be included in all relevant project meetings (e. g. gate reviews, status meeting, etc.).

The power/interest chart will be reviewed and updated throughout the project to capture previously unidentified stakeholders, reclassify or remove stakeholders as needed, and ensure the appropriate levels and methods of communication are effectively occurring. Managing and Controlling Stakeholder Engagement: To increase support, minimize resistance from stakeholders, and significantly increase our ability to achieve project success, the project team developed a plan with tactics for engaging, communicating, and working with stakeholders to meet needs and expectations, as well as to address issues as they occur. During all phases of the Printed Circuit Board Assembly Line Move project, we will utilize a communication plan and strategies to communicate project related information to key stakeholders in a proactive and timely manner (methods: weekly stakeholder meetings, online information distribution matrix, and stakeholder engagement register).

This helps ensure stakeholders clearly understand the project goals, objectives, benefits, and risks, especially as changes occur, thus increasing the likelihood of project success. The project team is dedicated to active listening and solicitation of feedback to ensure communications are being received and understood, and also to capture important information to help make adjustments and to respond to problem areas. Executing Stakeholder Management Strategies: The project team will review, assess, and update the Stakeholder Management Plan on a weekly basis (or as necessary as the

project scope becomes more clearly defined in time) to determine:•If the project team is effectively engaging stakeholders•If changes to stakeholder levels of interest have changed•We are attaining the needed level of stakeholder support