



Better communication supports your people through change



Accelerate buy in

HPE Management of Change Services includes stakeholder and communications management to help enable the success of transformation projects. Including these key services in your transformation project can help your people to understand their specific roles in a project and help them to align to the project's business goals. This service helps your organizations to build a culture, which is more prepared for change, reducing your project risk and disruption.

HPE Stakeholder Management

Every transformation project includes key stakeholders for whom the project matters the most. Identifying these key stakeholders, understanding their requirements, and addressing them are critical success factors to the outcome of the project.

The first step in HPE Stakeholder Management service is planning. The purpose

is to facilitate the development of strategy and plan for the delivery of messages and information in support of the project to key stakeholders around the organization.

Formal stakeholder engagement planning focuses on:

- Identifying the key stakeholders with the organization's assistance
- Defining the appropriate contact channels for those stakeholders, to be used throughout the project
- Agreeing on clear and mutually understood stakeholder requirements
- Establishing and agreeing on the strategic purpose of the stakeholder engagement for the project
- Developing and agreeing on an initial stakeholder engagement plan that identifies all nominated staff, details of roles and responsibilities, contact details, initial assessment of interest, and information needs

Solution brief

Implementation of the stakeholder engagement plan includes:

- Informing stakeholders about the project and keeping them engaged, using the most appropriate communication channels and media
- Enabling awareness of the project benefits and helping the stakeholders articulate those benefits in ways that are appropriate for their areas of business
- Setting up timely, regular, coherent, and appropriate stakeholder engagement
- Monitoring stakeholder perception and implementing targeted interventions as required
- Informing stakeholders of the planned changes and status of the program through appropriate tools and techniques
- Encourage, collect and analyze feedback

HPE Communications Management

In addition to key stakeholders, every person affected by a transformation project benefits from receiving clear communication throughout the project. This communication is needed so that individuals understand why the project is happening, their role in supporting it, and the business outcomes which are expected for their organization and company.

Individuals also need to know when to expect change, and where to ask for help and more information. Some individuals operate as change agents in the project—identifying these people and enabling their role is a critical success factor for the success of transformation projects, along with building a culture for change in your business.

Formal communications planning focuses on:

- Identify and describe target audiences.
- Developing and maintaining a joint communications strategy and plan. The plan clearly defines the responsibilities of the parties involved. It jointly determines how Hewlett Packard Enterprise can work with your existing corporate communications function, templates, and media channels in use in your organization.
- Understanding and agreeing on the governance and approval process for all communications media.
- Establishing and agreeing on the strategic purpose of the communications activities for this project, with respect to other change and communications activities being undertaken. Specifically, agree on the initial key messages to be used across communications channels.
- Developing an initial communications plan covering all media channels, identifying responsible parties and timelines.

Implementation of the communications plan includes:

- Development of the different communications materials identified in the plan, for the channels being employed. To do this, Hewlett Packard Enterprise will engage regularly with contacts identified along with the HPE project leads for aggregating information so that messages, planned events, timelines, and so forth are correct and aligned with the current status of the technology implementation project.
- Preparing, organizing, announcing, and running any communications events identified in the plan, such as group meetings and webinar events.
- Undertaking activities to assess the take-up and impact of messaging, analyzing the results, and making recommendations for corrections, as needed.
- Acknowledge and communicate successes.

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