

Hints and tips — how to make a stakeholder communications strategy work

Hints and tips	Tick when complete
1. Ensure you have clarity of purpose: If you and your staff know your purpose and direction this will help stakeholders understand your organisation.	
2. Prioritise your messages: Think carefully about the messages you want to give your stakeholders, and equally what you don't want to tell them.	
3. Align your message with stakeholders' agendas: Stakeholders want relevant and useful communications. Focus on how you can help them meet their own objectives.	
4. Use a consistent message: Don't confuse your stakeholders, try to keep messages consistent, and relate them to your purpose.	
5. Use the drip-feed technique: Always keep your messages short but repeat them often and use all communications channels open to you.	
6. Remember communication is a two way process — listen to stakeholders views and concerns: Let stakeholders know whether you have taken their advice or why their advice hasn't been used.	
7. Ensure stakeholders are kept informed: If stakeholders feel informed, they are likely to advocate your service — which could lead to additional funding.	
8. Ensure your staff are kept informed: Your staff represent the organisation and speak to stakeholders daily, make sure they know organisation messages.	
9. Show your organisation is effective: Make sure stakeholders know that you measure outcomes and the impact you have on your clients' lives.	
10. Keep your stakeholder database up-to-date: Communications can't be effective if you don't know that your stakeholder has moved offices or left an organisation.	

