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Stakeholder Engagement & Communications Framework

1. Purpose

This document establishes a comprehensive framework for stakeholder engagement and communications to support AI governance initiatives within the organization. The framework is designed to:

- Maintain strategic alignment between AI initiatives and stakeholder expectations
- Proactively reduce resistance to AI implementation through transparent communication
- Build sustained trust through consistent, reliable engagement practices
- Ensure compliance with transparency requirements under emerging AI regulations

The framework supports organizational change management by creating structured pathways for information sharing, feedback collection, and consensus building across all levels of the enterprise.

2. Scope

This framework applies to all AI-related communications and stakeholder engagement activities, including:

2.1 Communication Channels

- Executive briefings and board reporting
- Employee communications and training programs
- Customer and partner notifications
- Regulatory and compliance communications
- Public relations and external communications
- Crisis communication protocols

2.2 Stakeholder Categories

Stakeholder	Primary Interests	Communication	Key Messages
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