

Stakeholder Register

The Safety Click Project

Process group: Initiating. **Purpose:** Identify everyone with an interest in the program, gauge their influence and engagement, and define how each will be engaged.

Stakeholder Register

Influence is rated High, Medium, or Low. Engagement level uses the standard scale: Unaware, Resistant, Neutral, Supportive, Leading.

Stakeholder	Role / interest	Influence	Engagement	Engagement strategy
Individual learners	Primary audience; want practical, jargon-free safety skills	Low individually, High in aggregate	Supportive	Keep content approachable; gather feedback and iterate
Small businesses (future B2B)	Potential paying segment; staff training that reduces risk	Medium	Neutral	Design content that scales to a team context
Program owner (Bobbi Jo Halladay)	Sponsor, manager, and producer	High	Leading	Protect bandwidth; sequence work realistically
Content reviewers / SME input	Review content for accuracy	Medium	Supportive	Engage for key lessons; track review sign-off [Confirm if applicable]
Platform and hosting vendors	Website, course delivery, payment tools	Medium	Neutral	Monitor reliability, uptime, and renewal dates
Marketing channels / audience platforms	Where the program is promoted and discovered	Medium	Neutral	Maintain a consistent presence [Confirm channels]

Engagement Notes

- Because the program is owner-led, the most active management effort goes to the owner's own bandwidth and to vendor reliability, the two factors most able to stall delivery.
- Learners are low-influence individually but the single most important group in aggregate; their feedback drives the content roadmap.
- The future B2B segment is tracked now so that current content decisions keep a later team-training offering possible.