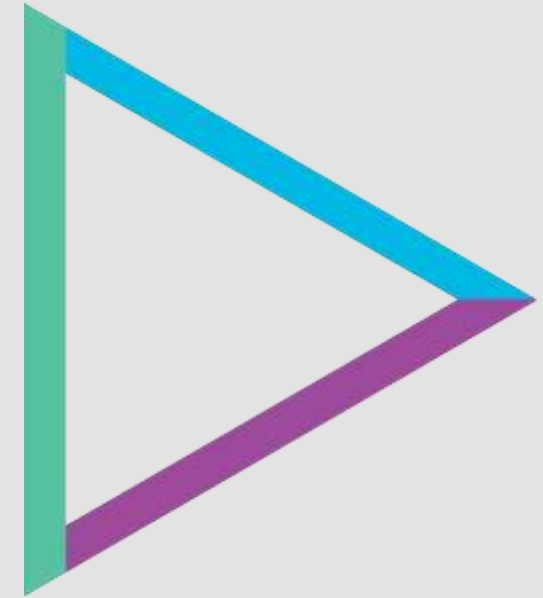


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Stakeholder Management

Indirect practices and tools & techniques
to apply for project success



Meral Altinbilek
Christine Aykac

About us

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Meral Altinbilek, MSc., P.Eng., PMP, PMI-ACP

N. Christine Aykac, PMP, PMI-RMP, PMI-ACP, PRINCE2, PRINCE2 Agile

Project Manager, Agile Coach, Facilitator & Trainer

- Focus on Project, Risk, Agile & Interpersonal Skills teaching
- Customized awareness programs and workshops
- Together 50+ years of project and program management experience

Learning Objectives

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- ✓ Recognize the direct impact of stakeholder management to project success.
- ✓ Understand the practical tools and techniques for managing and engaging your stakeholders to your advantage
- ✓ Learn how to create a Stakeholder Management plan
- ✓ Q &A

Communication
is the key

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“The single biggest problem
in communication is the
illusion that it has taken
place.”

George Bernard Shaw

Who Said it
first ?

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Guess ?

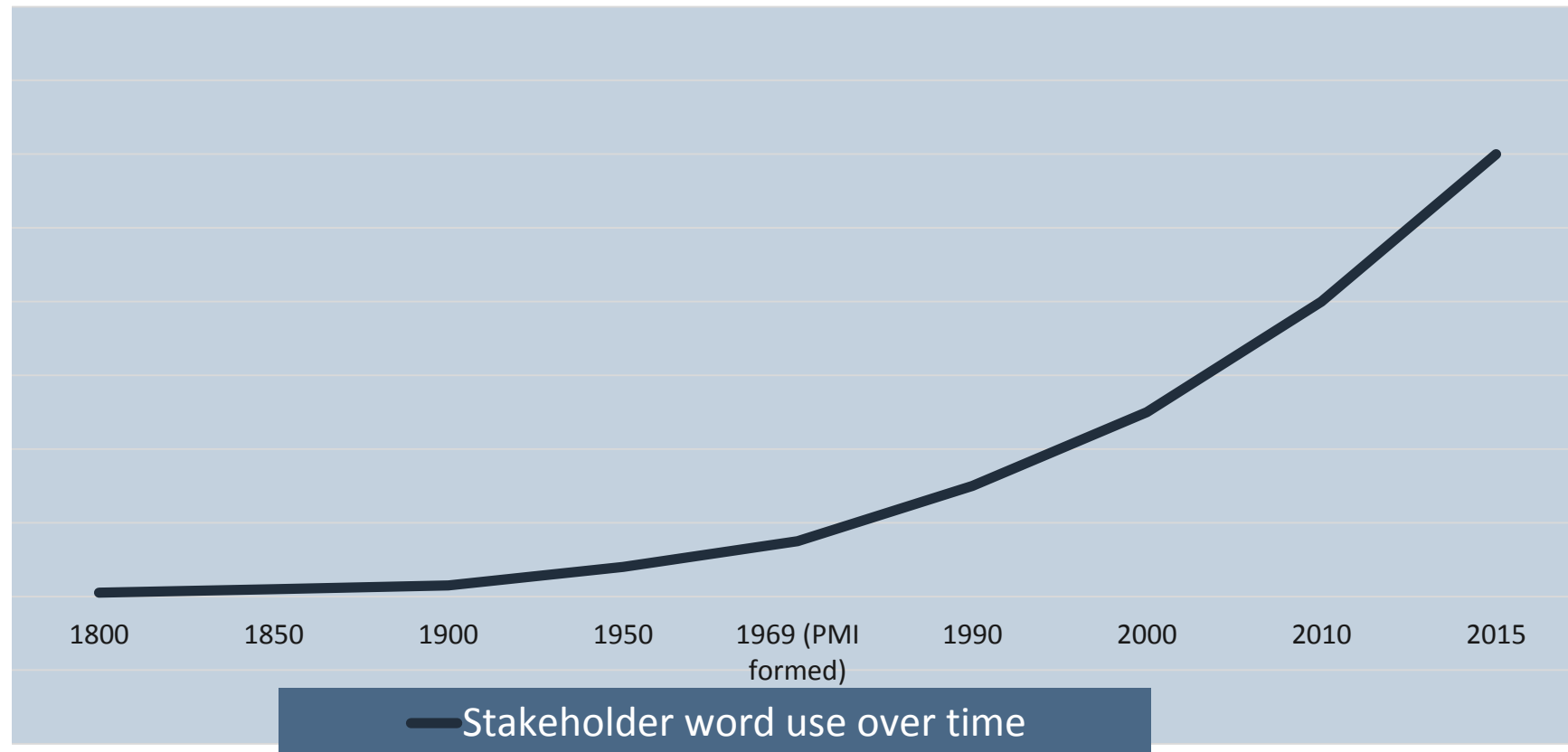
History

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- The word “stakeholder” was first recorded in 1708 in land claims
- “**My Stake**” meant this is my land
- First time introduction of the word “stakeholder” to business was by Stanford Research Institute in 1963
- The concept first linked with management strategy with R. Edward Freeman’s book; Strategic Management: A Stakeholder Approach in 1984

Use of word “Stakeholder”

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— Stakeholder word use over time



Everyone Counts

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A stakeholder is anyone:

- Looking for your project's results – *Drivers*
- Who will do the “work” – *Team*
- Who can help you succeed – *Supporters*
- Interested in your project – *Observers*
- Who does not want this change – *Opposers*

who can ruin your day ...

WHAT IS STAKEHOLDER MANAGEMENT?

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Engaging the right people in the right way
in your project!

Why Stakeholder Management?

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- To develop relationships with all individuals and manage their impacts to your project
- To be better able to:
 - Keep a lid on scope creep
 - Ensure project requirements are aligned
 - Understand tolerance for risk, and
 - Mitigate issues

TECHNIQUE TO CONSIDER

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To
Start

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Explore these questions:

- Who are the stakeholders?
- What does each stakeholder expect from the project?
- How will satisfaction be measured across the organization?

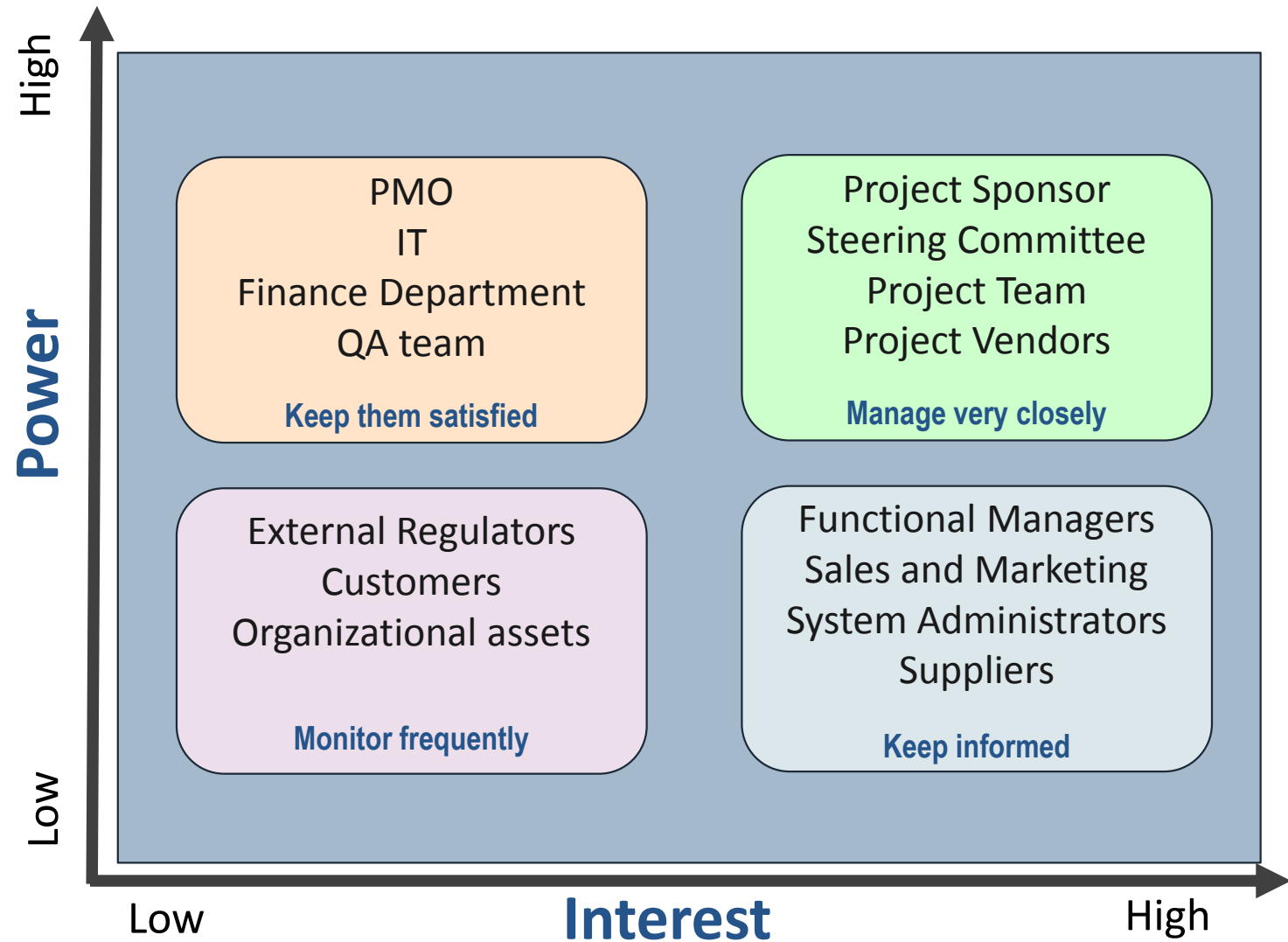
Understand Your Key Stakeholders

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- Interest? Positive or Negative?
- Motivation?
- What do they want?
- Their opinion of your work?
- Who influences them?
- How to win them?
- How will you manage the people who oppose you?
- Who influences your opponents?

Power & Interest Grid

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MANAGE STAKEHOLDER ENGAGEMENT

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How to Keep Stakeholders Happy?

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- Be Consistent
- Deliver status reports
- Keep the project moving forward
- Keep on top of the schedule
- Monitor Scope Closely

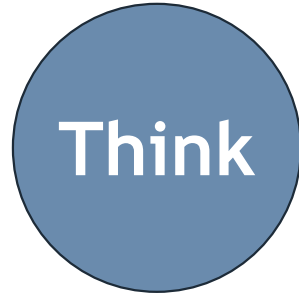
Key Artifacts & Controls

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- **Key artifacts for stakeholder engagement**
 - Communications Plan
 - Process Changes
 - Change Control process
 - The project Issues Log, Risk log
- **Key controls for stakeholder management**
 - Collect data throughout the project
 - Assess the level of engagement
 - Use insights from the data collection
 - Adjust strategies and tactics periodically

Summary Actions

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Know your
Stakeholders

Identify them,
Rank them

Who are the
influencers?

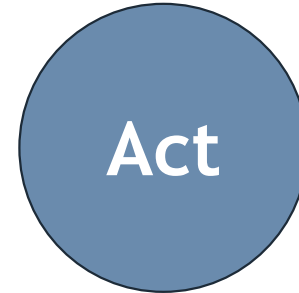
Who will help
or hinder ?



Tailor to their
needs

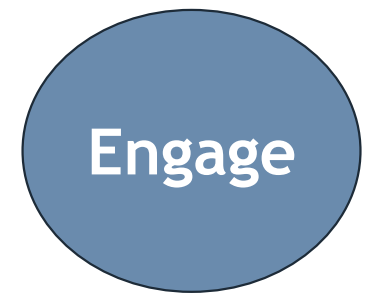
Know their
schedules

Add summary
to each artifact



Modify
communication

Informal
updates



Partner, lobby
communicate

Utilize voice
mail

Last but not least ...

Good Stakeholder Management helps you to manage the politics that can often come with major projects.

It helps you win support for your projects and eliminates a major source of project and work stress.

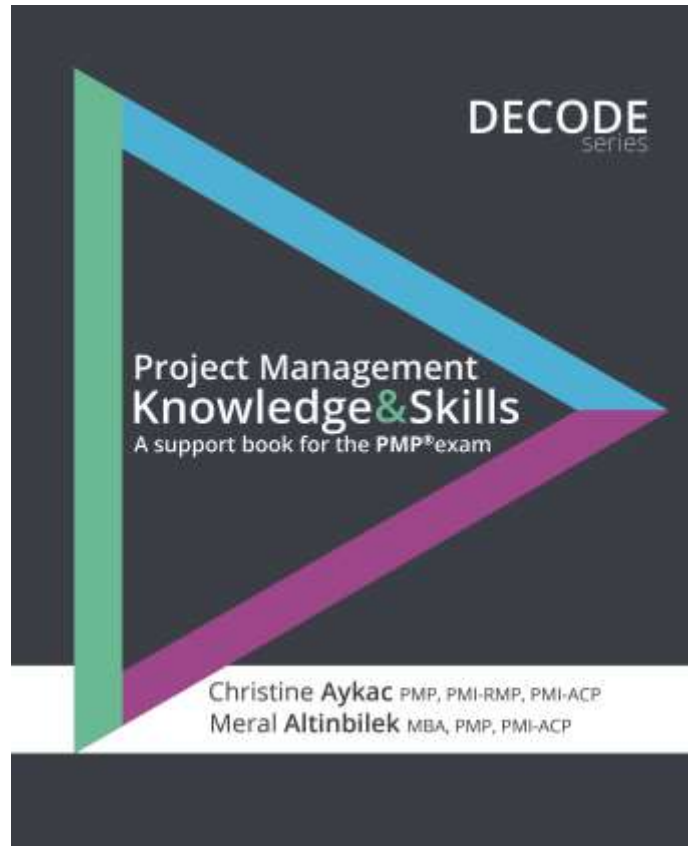
QUESTION & ANSWER

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BEFORE WE FINISH....

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- ✓ All of the Knowledge and Skills you need to manage a project
- ✓ Guides you to improve your interpersonal and problem solving skills
- ✓ Explains most common Tools and Techniques

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Thank You!

