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SUCCESSFUL STAKEHOLDER MANAGEMENT

PROJECT TEAMBUILDING

1. Stakeholders

2. Project Success

STAKEHOLDERS

STAKEHOLDERS

A stakeholder is a person, group of people, or an organization involved in the project, or they may be affected by the project or its outcome.

STAKEHOLDERS

STAKEHOLDER MODEL

STAKEHOLDERS

AN INTERNAL STAKEHOLDER CAN BE:

- Project Sponsor
- Project team
- Senior management
- Training department
- Business units
- Procurement Personnel
- End user of the project's outcome

STAKEHOLDERS

AN EXTERNAL STAKEHOLDER CAN BE:

- Vendors
- General public
- Government/Regulators
- Press/Media
- Grant Administrator
- Consumer Advocacy Groups

STAKEHOLDERS

IN GENGERAL – A STAKEHOLDER CAN BE:

- Someone affected by the project, or the project's outcomes

- Someone who have any kind of interest in the project, or the project's outcomes

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STAKEHOLDERS

PROJECT SUCCESS

Stakeholders are individuals and organizations that have a vested interest in the success of the project. The identification and input of stakeholders help to define, clarify, drive, change, and contribute to the scope and, ultimately, the success of the project.
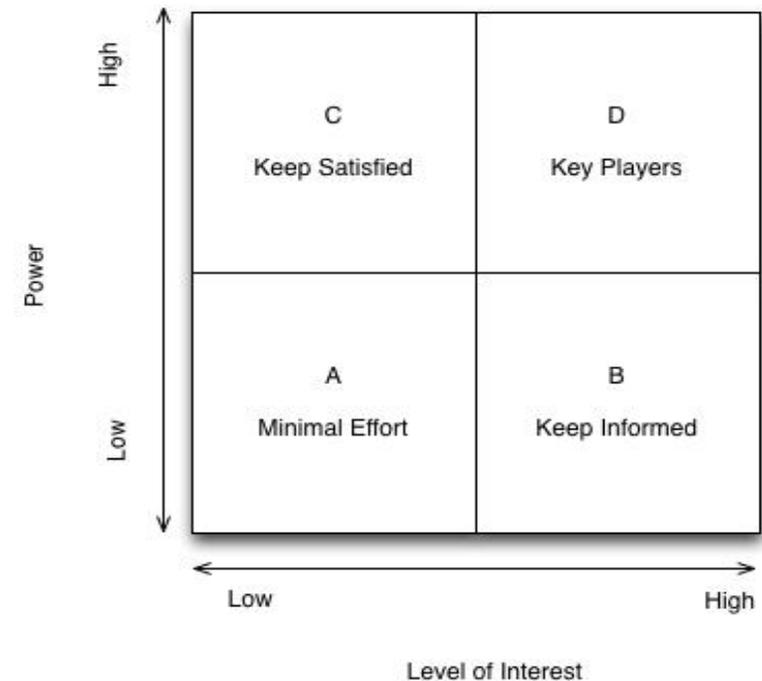
STAKEHOLDERS

IDENTIFY STAKEHOLDERS

To complete your project successfully, it's very critical for you to identify your project's stakeholders, their needs, requirements, expectations, group, interests, power, influence, and everything that you can find out at very initial stage of the project.
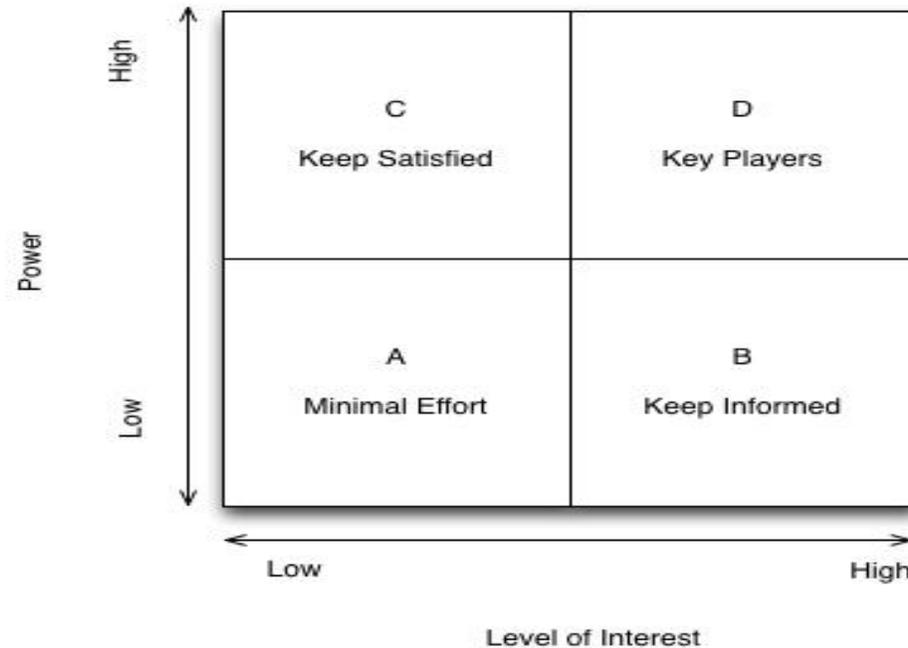
STAKEHOLDER MATRIX (CLASSIFICATION)

MATRIX

1. Stakeholders can be classified based on their power and interest, power and influence, influence and impact, and power, urgency and legitimacy

2. Among all, power and interest classification is the most widely used to classify the stakeholders.

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STAKEHOLDER MATRIX (CLASSIFICATION)

There are various ways and different classification models in which you can classify and analyze the project stakeholders.
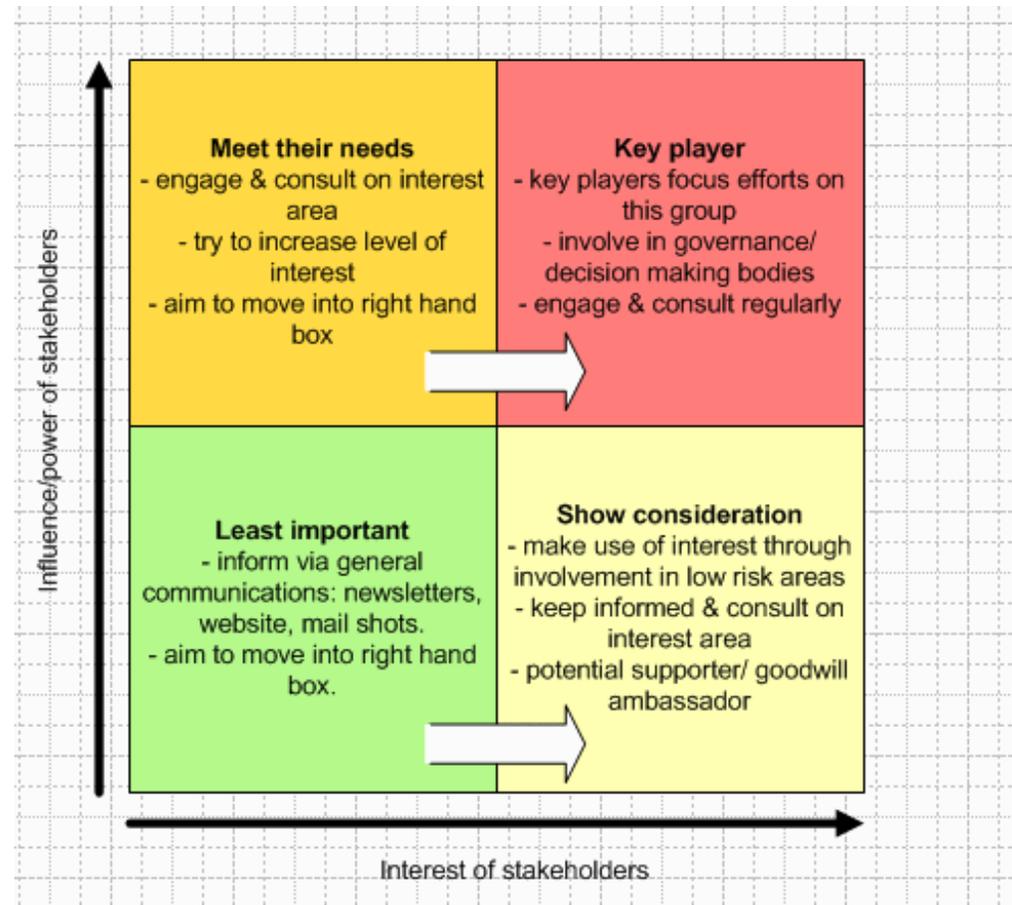
STAKEHOLDER MATRIX (CLASSIFICATION)

As you can see from the exhibit, you can group all stakeholders into four groups. The strategy to manage them is as follows:

➢ Stakeholders with high power and high interest should be managed with utmost care

➢ Stakeholders with high power and low interest should be kept satisfied

➢ Stakeholders with low power and high interest should be kept informed

➢ Stakeholders with low power and low interest require less effort than the rest. They should only be monitored

As a project manager, it is your job to keep looking at each stakeholder because you never know when a low power stakeholder will become high power and influential.

STAKEHOLDER MATRIX (CLASSIFICATION)

STAKEHOLDER REGISTER

- A Stakeholder Register is a project management document, which contains the information about all project stakeholders. It identifies and lists the people, groups and organizations impacted by the project. In this register you can find every detail about the stakeholders including their names, titles, role, interests, power, requirements, expectations, and influence to affect any project objective and many more things.

- The Stakeholder Register usually contains the three types of information – *stakeholder identification information*, *assessment information* and their *classification*.

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STAKEHOLDER REGISTER

A STAKEHOLDER REGISTER MAY HAVE THE FOLLOWING INFORMATION

- What is the name of the stakeholder?
- What is the title held by the stakeholder?
- What is the role of stakeholder in the project and/or in the organization?
- What is the contact information of the stakeholder?
- What are his requirements from the project?
- How do the stakeholders like to communicate?
- How often would the stakeholder like communicate?
- What are his expectations from the project?
- How can he influence the project?
- How about his interest, whether it is high, medium, or low?
- Classification information

STAKEHOLDER REGISTER

SAMPLE STAKEHOLDER REGISTER

Stakeholder Register

Project Name:
Project Phase:

Date:

Name of Stakeholder	Designation	Department	Role in Project	Type of Stakeholder	Type of Communication	Expectations	Interests	Influence on Project Outcome

STAKEHOLDER

STAKEHOLDER

"FOOD FOR THOUGHT"

Quality is a shared responsibility of all project stakeholders. Quality is not just a review at the completion of a deliverable. Quality is built into the project from the beginning by support from stakeholders as each phase of the project is executed. Appropriate stakeholders will participate in the creation and/or review of all deliverables.