

3 Keys To Better Stakeholder Management

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What We Are Discussing

Stakeholders And How To Communicate With Them

Stakeholder: Any Person,
Organization, Or Business That
Has A Concern In Your
Project...Either Internal Or External

Depending On The Scope Of Your
Project: You Can Have A World Of
Stakeholders Or Only A Few

Communicating With Your Stakeholders

2 Key Points

**#1. Never Take A One
Size Fits All Approach To
Your Stakeholder
Engagements**

**#2. You Will Need To Communicate
With Your Stakeholders In A Manner
That Makes It Likely They Will Receive
And Understand The Information**

Why Is Stakeholder Management Important?

Stakeholders Can Have A
Tremendous Effect On
Your Project

Both Positive And
Negative

When Things Are Good: You Can
Gain Tremendous Advantages In
Seeing Your Project Successfully
Completed.

When Things Go Wrong,
The Entire Project Can Go
Off The Tracks

How Do We Effectively
Manage This
Communication Process?

A 3 Step Plan

Step #1: Analyze And Plan

Step #2: Put Your Plan To
Work And Adjust It As
You Go

Step #3: Review, Revise,
And Take Your Best
Practices With You

Step #1: Identify And Plan

The 5 W's

1. Who Is A Stakeholder?

2. What Is The Stakeholders Investment In This Project?

3. Why Is This Stakeholder Important?

4. Where Do I Have The
Best Chance Of Reaching
This Stakeholder?

5. When Should I Talk
To This Stakeholder?

Bonus...

How?

How Do I Make Sure I Am
Spending My Time In The
Best Manner?

You Need To Plan

3 Keys To Your Stakeholder Plan

#1. Prioritize Your Stakeholders

#2. Schedule Your Communications

#3. Review, Revise, And Record Your Best Practices

Step #2: Implement

This Is Where The
Rubber Meets The Road

Go Back To Your
Priorities

At Every Step Of The Process You Want To
Prioritize Talking To The Important
Stakeholders And The Important Information
That Will Help You Ensure That The Project
Is A Success

Think Of Your
Stakeholder
Communications Like
Customer Service

Focus On 2 Areas

Good Stewardship

This Means Your Project
Focuses On 3 Key
Concepts

#1. Competence

#2. Integrity

#3. Performance

Strategic Listening

Reaching Your Stakeholders

2 Ways Of Communicating

Personal Or Mass Communications

Step #3: Review, Revise,
And Retain Best Practices

Review Your Results

Revise Your Plan

Retain Your Best Practices

To Say It Another
Way...Do More Of What
Works And Less Of What
Doesn't

Let's Review

3 Keys To Better Stakeholder Management

- #1. Analyze And Plan
- #2. Implement Your Plan
- #3. Review, Reuse, And Retain
Best Practices

Put This To Work

#1. Know Your Stakeholders

Take A Little Time To
Review Your Projects And
Identify Your Stakeholders

Spend Extra Time On Identifying
The Stakeholders That Can Give
Your Project A Boost

#2. Open Up Your Communications

This Means Keep Your
Stakeholders Engaged.

#3. Review And Reflect

Look At What Has
Worked And What Hasn't
Worked.

Look At The Mistakes As
Learning Opportunities.

Don't Worry...The More You
Communicate With Your
Stakeholders, The Easier It Gets.

Keep In Touch

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- Check Out The Voices of Project Management
On The PMI Website

Services

- Project Management
- Strategy
- Marketing/Sales Training
- Process Improvement
- Team Building
- Workshops
- Customer Service
- Meeting Facilitation
- Product & Service Launches

Organizations We've Partnered With

- American Express
- Department of Commerce
- AFL-CIO
- AFSCME
- Yahoo!
- Google
- Simpson, Thacher, & Bartlett
- VIP Desk
- Nike
- Radio City Music Hall
- Madison Square Garden
- New York Jets
- Microsoft
- Amazon