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2.4.4 Comparing Methods of Customer Management References

These references have great insight into managing customers:

Traditional Stakeholder Management: https://www.pmi.org/learning/library/improve-stakeholder-management-9901

- Discusses the key steps in traditional stakeholder management
- Emphasizes building the "guiding coalition" that can manage change to otherwise fixed scope for success

Agile Stakeholder Management: https://www.scrum.org/resources/blog/10-tips-product-owners-stakeholder-management

- Hard hitting recommendations on Agile stakeholder management
- Takes the perspective of a Product Owner in a product-based business, but lessons are broadly applicable

Lean Stakeholder Management: https://www.simplilearn.com/itil-malc-communication-and-stakeholder-management-tutorial-video

- Lean is at the center of the ITIL framework, where service is matched to need (just enough!)

- The organization is mapped and messages are refined and improved over time

- Here's a great tool for mapping stakeholder influence and planning a lean response: https://www.leanmethods.com/resources/tools-templates/stakeholder-management/

- Note that ITIL embodies many lean principles, but adds layers of management that many consider more Traditional, and is very IT-focused: https://www.axelos.com/best-practice-solutions/itil/what-is-itil

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