

STAKEHOLDER MANAGEMENT STRATEGY
TRACKING ACTIVITY AND PROJECT MANAGEMENT

GROUP ABYSS

2023



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1. INTRODUCTION

The Stakeholder Management Strategy for the project charter, which authorizes the Project Development Office (PDO) of Asia Pacific College to create a collaborative platform to monitor, track, participate and generate reports for projects assigned to student groups in partnership with industry partners. The PDO aims to work closely with proponents to develop a project plan that includes provisions for stakeholder management, among other key project components. The goal is to ensure that all stakeholders are adequately identified, engaged and managed throughout the project's lifecycle. The successful implementation of the Stakeholder Management Strategy will enable the PDO to gain stakeholder support, prevent conflicts, and enhance project outcomes.

2. IDENTIFY STAKEHOLDERS

The stakeholders for the project include the following groups:

- Project Development Office (PDO) staff
- Proponents of the project
- Student groups assigned to the project.
- Industry partners
- Project sponsors
- Faculty members
- End-users of the project outcomes

To identify stakeholders, the project team will employ a methodology that involves analyzing the project's goals, objectives, and requirements, and then mapping these to potential stakeholders who may be impacted by the project. The project team will also consult with key stakeholders to identify additional stakeholders and obtain feedback on stakeholder identification. All stakeholders will be defined based on their level of interest, influence, and involvement in the project. Great care and effort will be dedicated to ensuring that all stakeholders are identified and engaged throughout the project's lifecycle.

3. KEY STAKEHOLDERS

The sub-set of stakeholders identified as key stakeholders includes:

- Project Development Office (PDO) staff
- Proponents of the project
- Student groups assigned to the project.

- Industry partners
- Project sponsors
- Faculty members
- End-users of the project outcomes

These stakeholders have been identified as key stakeholders because they potentially have the most influence over the project or may be most affected by the project. Additionally, they may be stakeholders who are resistant to the change represented by the project. Due to their significance, these key stakeholders may require more communication and management throughout the project's lifecycle. It is important to identify them to seek their feedback on their desired level of participation and communication to ensure that their concerns are addressed, and their needs are met. This helps to increase stakeholder engagement, improve project outcomes, and increase the likelihood of success.

4. STAKEHOLDER ANALYSIS

To analyze the list of identified stakeholders, the project team will categorize, or group stakeholders based on their level of interest, power, influence, and involvement in the project. This helps to determine the level of impact each stakeholder may have on the project and inform the team's communication and engagement strategies.

The project team may use a variety of tools and techniques to quantify stakeholders, including:

- **Stakeholder analysis matrix:** This tool helps to classify stakeholders based on their level of power and interest in the project. It can be used to prioritize stakeholders and inform communication and engagement strategies.
- **Power/interest grid:** This tool helps to classify stakeholders based on their level of power and interest in the project and can be used to identify which stakeholders require more attention and communication.
- **Influence/impact matrix:** This tool helps to classify stakeholders based on their level of influence and impact on the project and can be used to prioritize stakeholders and inform communication and engagement strategies.

The project team will use these tools and techniques to analyze the list of identified stakeholders, categorize them into groups, and determine their level of impact on the project. This information will be used to develop tailored communication and engagement

strategies to ensure that all stakeholders are informed and engaged throughout the project's lifecycle.

Sponsor Acceptance

Approved by the Project Sponsor:

<Project Sponsor>

<Project Sponsor Title>

Date: _____

