Project Stakeholder Engagement & Communication Management

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Disclaimer

▶ We are not perfect being. Be are striving for the perfection.

▶ Perhaps the first time we are trying to visualize customer-vendor relationship between the various department of TEAM. Therefore there are many opportunities for the improvements even beyond this workshop ideas.

▶ Feel free to share your inputs today or anytime in the future.

- **This is not**
  - A Meeting
  - A Lecture of a professor
  - A Speech of some senior person
  - One more training in your hectic routine
- **This is a workshop to reset our style of communication and stakeholder engagement. Here we are trying to understand how to be effective in stakeholder engagement.**

Agenda

- ▶ Who are stakeholders?
- ▶ Understanding the duality of customer and vendor
- ▶ Understanding the dimensions of communication
- ▶ How to be an effective communicator
- ▶ What is engagement?
- ▶ How to Prioritize work?

A Request

▶ Daily standup is running smoothly. To strengthen it and improve it we need 100% support from every department.

▶ 100% support mean.

  ▶ To ensure daily standup start and finish on time please make sure that your department PMT reaches 5 min before. So be time sensitive.

  ▶ Every department representative must be present in the daily standup

  ▶ Takes impediments identified during the DS as serious stuff otherwise it leads to unnecessary escalations

  ▶ Every project has a Project Manager, so discuss the impediments with PM

  ▶ PM is owner of impediments. Responsibility can be shared not the accountability

  ▶ Kanban board should be updated before standup meeting start

  ▶ Kanban board should reflect weekly task of every department

  ▶ Min 80% work of the department should get reflected on the Kanban board

Preworkshop

▶ Let us measure how we are perceived in terms of our communication and stakeholder management

Pre Workshop		
Name: (Optional)		
	Communication	Stakeholder Engagement
Person Name1	1-10 (1 Lowest – 10 Highest)	1-10 (1 Lowest – 10 Highest)
Person Name2		
Person Name3		

Important Quotes

"I am responsible for my words till they reach to your ear. After that what you make of those in your mind is not my business. But I am affected by your business."

"We see and hear only for which we are waiting. In the name of knowing the truth we want to know our version of the truth"
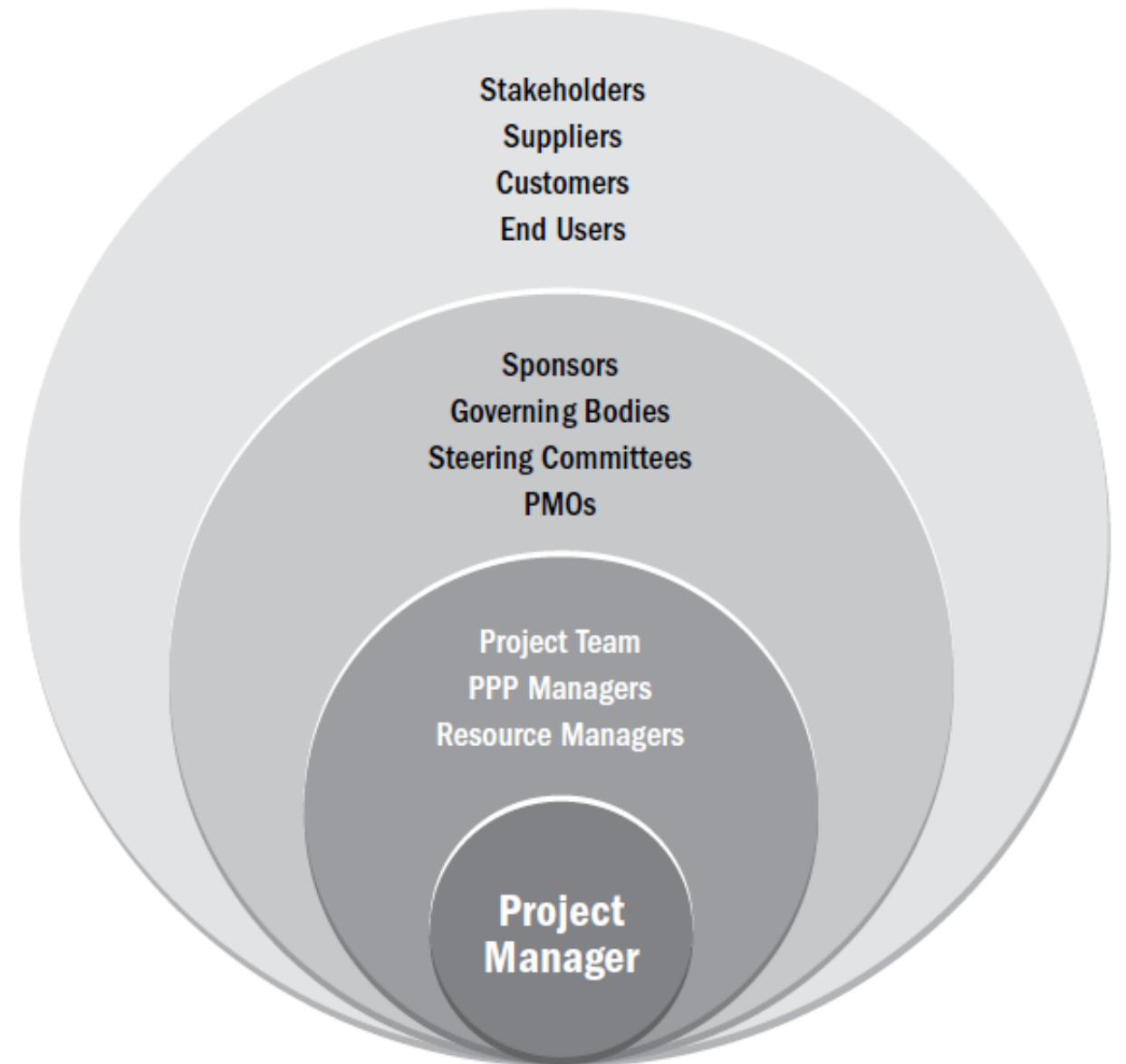
Project Communications

Who are stakeholders

- A stakeholder is an individual, group, or organization who may affect, be affected by, or perceive itself to be affected by a decision, activity, or outcome of a project.

- Stakeholders may be actively involved in the project or have interests that may be positively or negatively affected by the performance or completion of the project.

- Different stakeholders may have competing expectations that might create conflicts within the project.
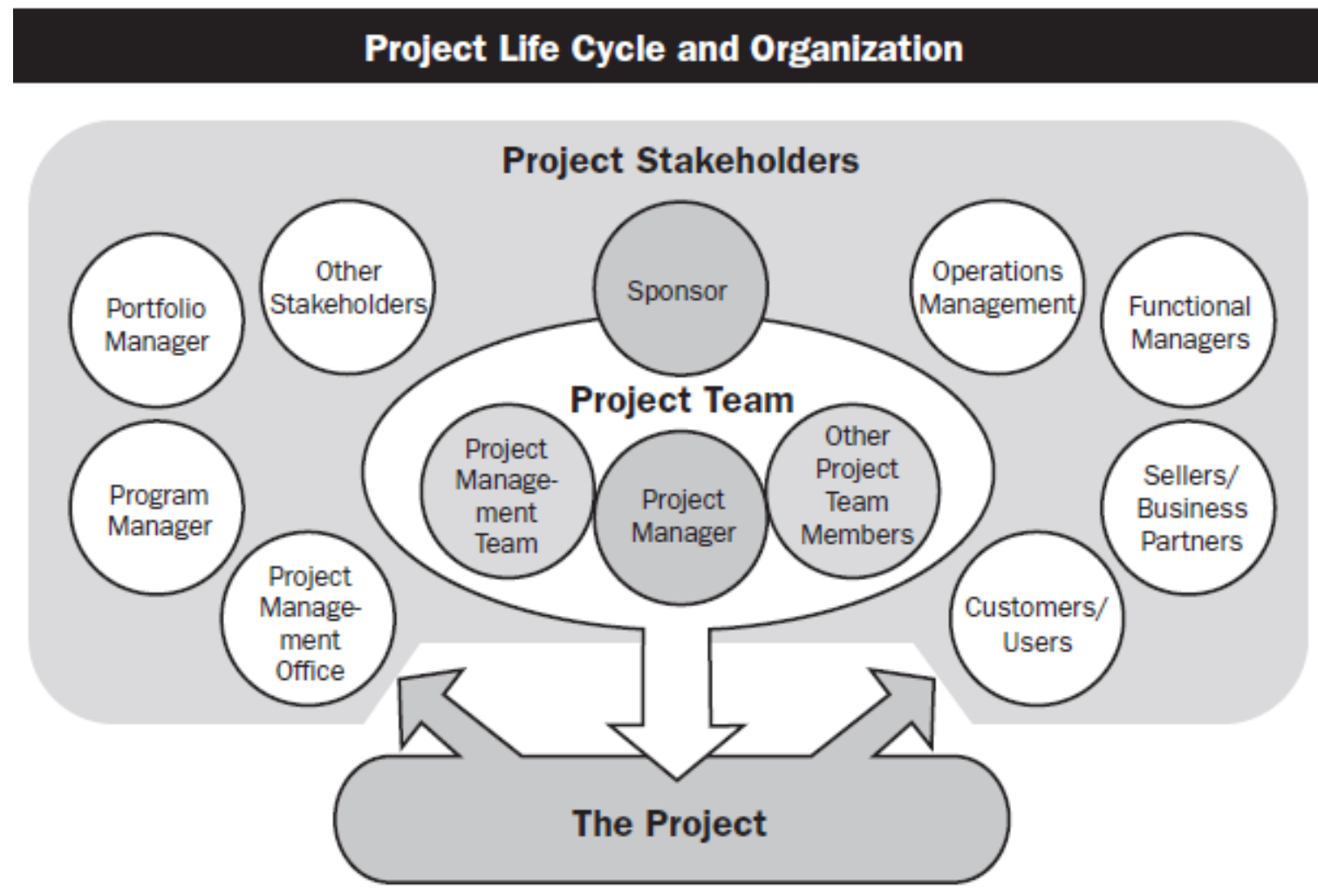
Stakeholder's Expectations & PM's Circle of Influence

- ▶ Know the acceptance criteria of your work

- ▶ Measure success from stakeholder's perspective

- ▶ Ask your customer a most important action plan to improve your services & product

Stakeholders
Suppliers
Customers
End Users

Sponsors
Governing Bodies
Steering Committees
PMOs

Project Team
PPP Managers
Resource Managers

Project Manager

Who is a customer and who is a vendor?

Customer

1. Giver of an idea (Project)
2. Sponsor of idea (giving money)
3. Gets value
4. User of your work (product, services, results)
5. Acceptor or rejecter of work

Vendor

1. Delivery Planner of a given idea
2. Deliverer of idea (receives money)
3. Get currency note
4. Maker of product/service
5. Submitter of work

Customer is Indian Philosophical Context

▶ Devata or Devi is one who give. What she/he gives?

▶ Do they give it free or your need to also give them?

▶ What do you give them? You pay the price, by doing Tapas, doing Yagya, offering to Poor etc.

▶ When Deva is happy with the price you paid they give you the boon of getting more whatever you want.

▶ So Devi & Devta is giver of whatever you ask. He/She is ??

▶ And Bhakta is giver of price and in return he gets value. He/She is ??

▶ Who is Big? Deva or Bhakta?
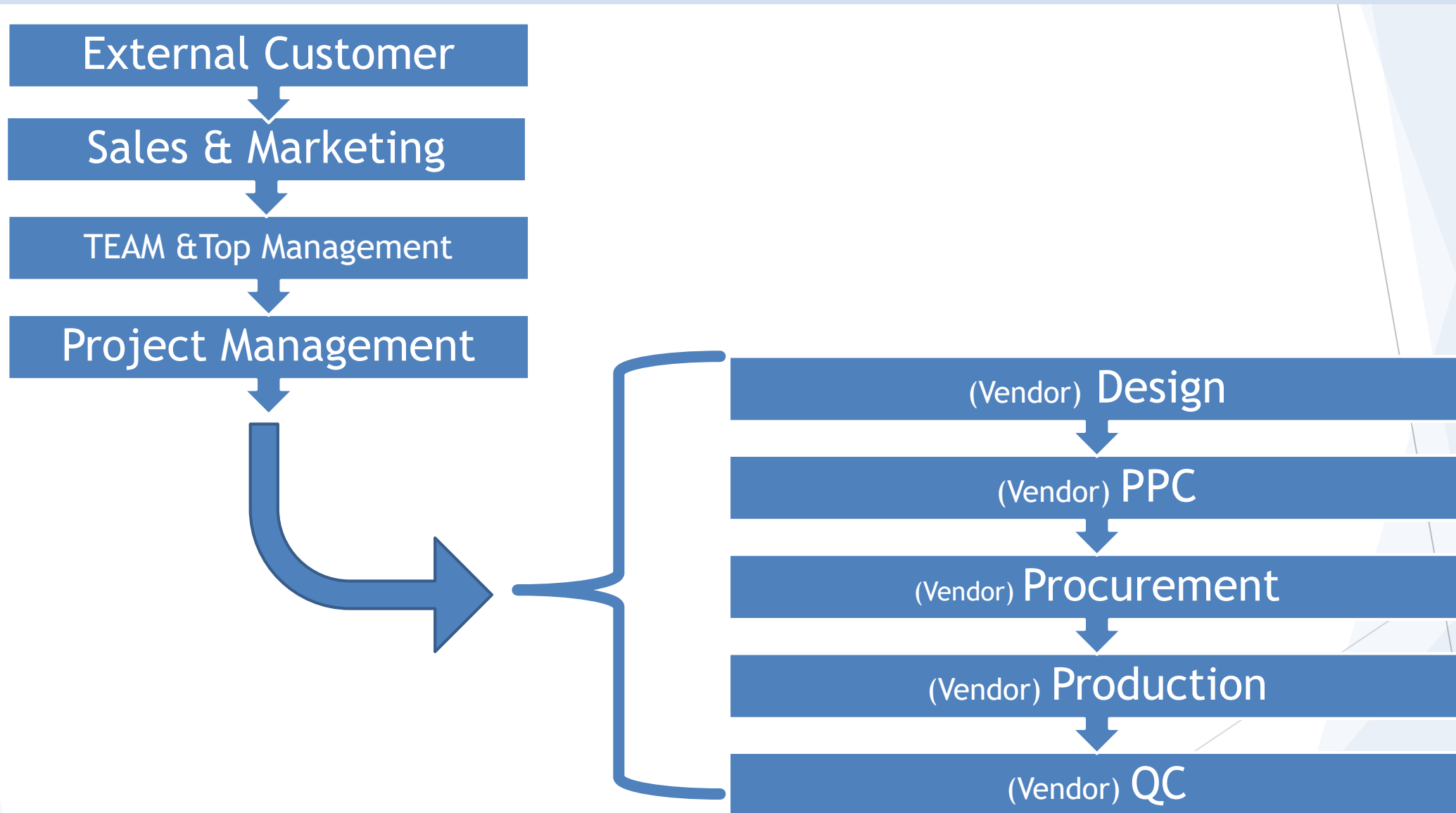
Role of Trust in Communication

▶ With you share the data?

▶ With whom you share the factual data?

Data vs Information

What is communication?

What is over communication?

Communication Requirement Analysis

What is cost of communication

▶ Time spent

▶ Money spent

▶ Energy drained out

Communication Technologies

Communication Methods

Which communication technology should be used depends upon what communication method is the needed

Three Communication Methods

▶ Interactive Communication

Phone, audio/video conferences, moderator lead discussion, workshop

▶ Push Communication

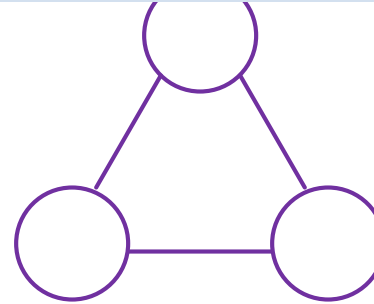Letters, memos, reports, emails, faxes, voice mail, press releases

▶Pull Communication

e-learning, knowledge repository, unknown people
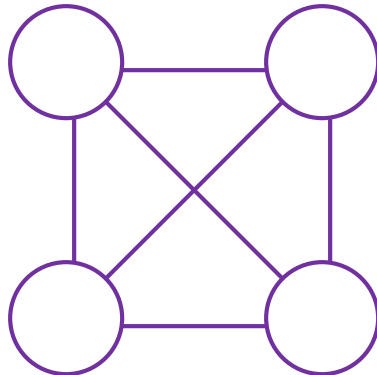
Number of Communication Channels
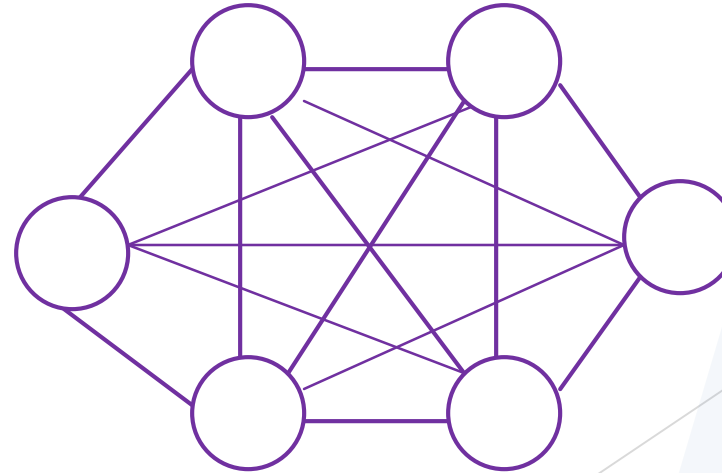
N(N-1)/2

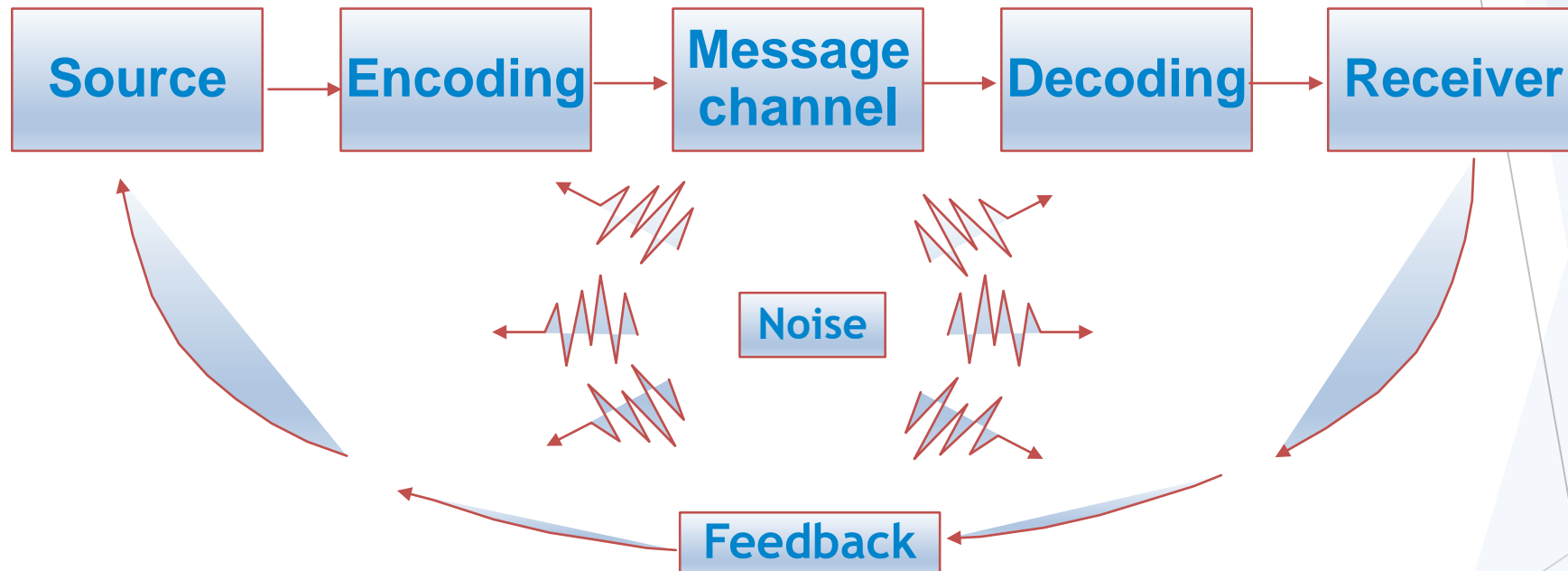Two People, One Channel
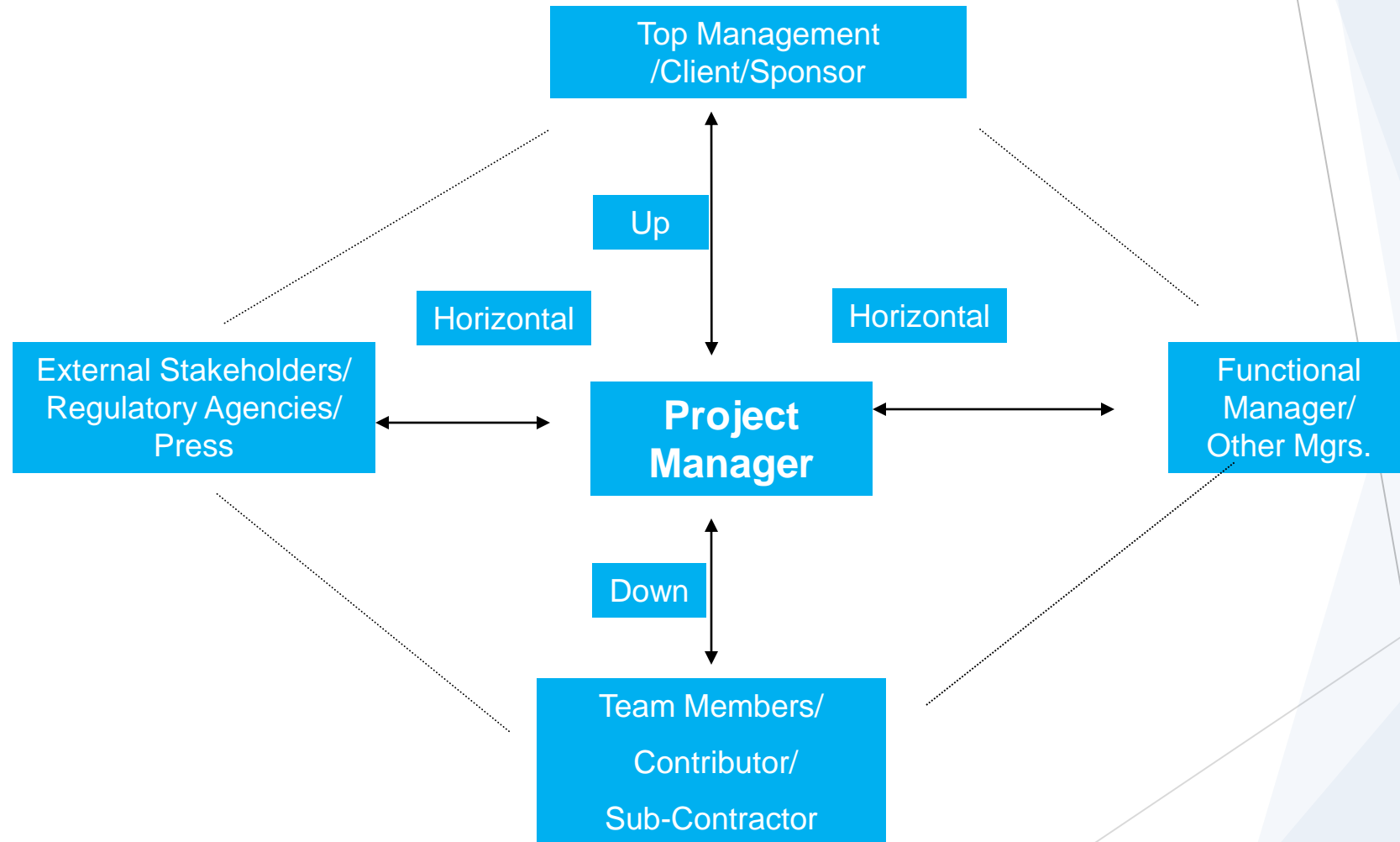
Three People, Three Channel

Four People, Six Channel

Six People, Fifteen Channel

Communication Model

Directions of Communications & Loss of Message

Communication Management

Probable Factors

- ✓ Sender's reputation
- ✓ Sender's status within the organization
- ✓ Environmental Background
- ✓ Dysfunctional emotional behaviors
- ✓ Situational Consideration – Predefined Mindset
- ✓ Historical Consideration in message interpretation

Other Factors

- ✓ Ambiguity in language
- ✓ Culture
- ✓ Semantics
- ✓ Knowledge Base
- ✓ Message Content – hidden agendas
- ✓ Use of idiomatic language
- ✓ Use of abbreviations

Let us do an Exercise

- Let us create a task card

Let us do an Exercise

- Moral of the story

Post Workshop

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Am I missing anything?

Do you have any question?

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