



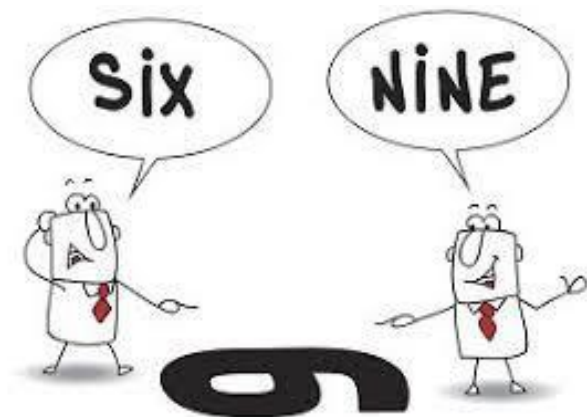
THE UNIVERSITY OF
MELBOURNE

SWEN90016

Software Processes & Project Management

Stakeholder analysis and
Communication

Stakeholder Analysis Communication





I

Know your stakeholders

Who is invested?

develop Project Charter
(stakeholder analysis)

- Prioritize and understand your stakeholders
- Someone's position on the grid shows you the actions you have to take with them
- How do they feel about the project





Know your stakeholders

Who is invested?

develop Project Charter
(stakeholder analysis)

- Discuss in groups
- The University of Melbourne
- A new timetabling system
- Who do you think would be the stakeholders
- Project champion

What should you tell them?

Communication plan
(PMP)



Determine how you communicate:

You are the Project Manager and the project is experiencing delays as one of the components is not working.

Discuss how you will inform each of the stakeholders.



Know your stakeholders

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Hi power/low interest: Sponsors, such as C-level Executive, Head of Faculty at UniMelb, who allocates funds to 101 different projects

Hi power/hi interest: such as upper-level Executive, who's reputation is invested in outcome



Know your stakeholders

Who is invested?

develop Project Charter
(stakeholder analysis)

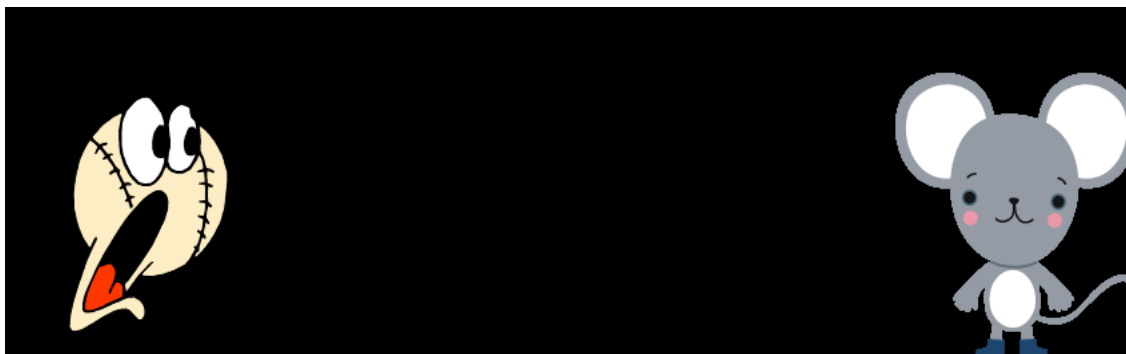
Low power/low interest: Support team, who routinely manage other projects

Low power/hi interest: Project team, who would otherwise need to find another job

Champion is hi influence role who advocates the benefits of the project.

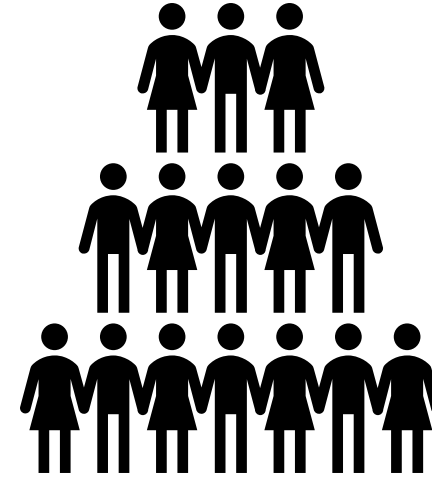


Explore Communication



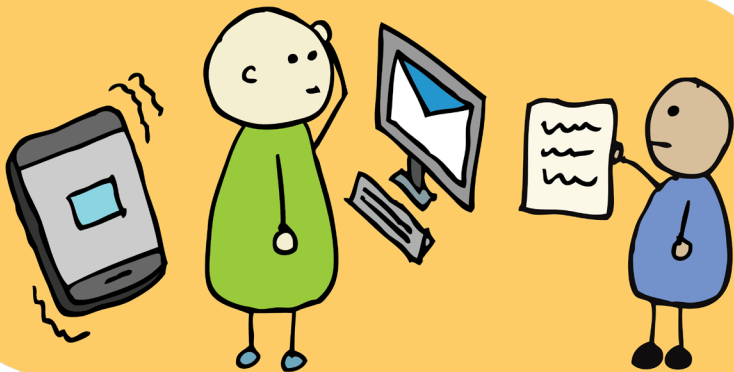
Modes of Communication

- Skype
- Zoom
- WhatsApp
- WeChat
- Google drive



Frequency of Communication

- Daily
- Weekly
- Monthly



What is your own experience of communication?

Draw your own model

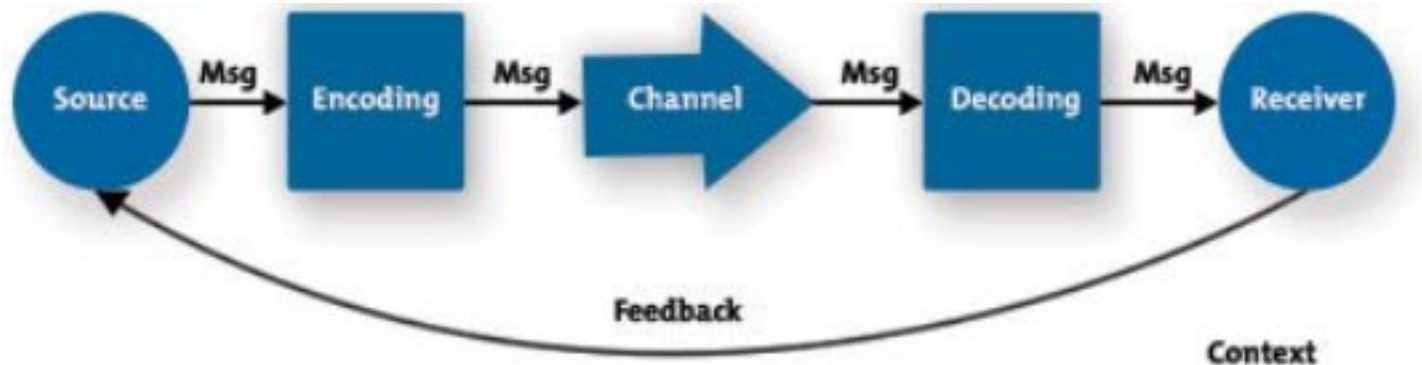
» Who

» Says What

» How

» To Whom

» Outcome





Exercise- Role play

What if you were the manager?

What if you were a member of the team?



Alex is a brilliant programmer

Alex has been late 3 of the last 10 days

Alex missed a meeting

Alex got the specifications wrong and wasted 2 days of coding time
because of a missed meeting

Has been at the company for 3 years and is usually on time

Alex does not eat lunch with the other people in the company

In your groups, **discuss** an appropriate feedback message.

Hi there Alex,

You're usually one of the first employees in the meeting room and I've noticed recently that there's been a few occasions where you've been late or missed a meeting. If this happens in the future could you, please follow up on the meeting minutes just to ensure that you've kept up to date regarding project specifications.

Specific

Measurable

Achievable

Relevant

Timely



Skills • Listening



1. Direct probe

2. Open

3. Closed

4. Objective criteria

4. facts to defuse contention

5. Testing

5. already know the answer

6. Softening up

6. build rapport

7. Hypothetical

7. "what if" exploration

8. Reflective

8. acknowledge feeling

9. Leading

9. suggests one answer

10. Rhetorical

11. Stupid

12. Trick compliment

13. Back on Track

14. False dilemma

What, why and when is an OPEN question appropriate

What, why and when is is a CLOSED question appropriate



Thank You!