



Module 7

Stakeholder Management

In this module, you will learn methods for aligning people and stakeholders with the project and how to appropriately motivate teams and factions to ensure the success of the project.

The ability to recognize and resolve conflicts between team members, departments, and stakeholders is critical to the success of the project endeavor.

Learning Outcomes

1. Define key stakeholders in a project.
 2. Identify stakeholder inputs within a project management plan.
 3. Recognize and resolve potential conflict for a project.
 4. Update the knowledge database to improve stakeholder engagement in a project.
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Lecture

▼ What is a stakeholder?

Stakeholders are individuals, groups, and organizations who have a direct hand in or are impacted by the outcome of any project.

▼ How can you identify stakeholders?

With the project charter: the document houses information about the budgetary constraints, schedule, statement of work, objects, assumptions, and management within the organization.

Review of the project charter will help in identifying appropriate individuals to be tied to specific tasks within the project.

Remember, if the government has legal means or regulatory oversight over something that impacts your project, then they are a stakeholder in your project. It is important to know all of those guidelines appropriately and have a good rapport with the individuals responsible for that oversight.

▼ What does stakeholder management require?

helping stakeholders understand how working with a team on this project is beneficial and worth their time

▼ What is a priority listing?

individuals are appropriately identified and that some sort of ranking chart is established so needs can be attended to with higher prioritization and with more critical scheduling

▼ How to build trust with stakeholders?

Ensure that open lines of communication are established and that communication is consistent from the beginning.

The best method for doing this is through a series of interviews. This is a proactive method that facilitates communication with the stakeholders and gives them a forum to voice concerns and discuss their overall needs.

Furthermore, it assists the project manager in verifying the expertise, specialties, and background of expert stakeholders so they can be plugged into specific processes that make the most of their assets to benefit the whole project.

▼ What does providing frequent status reports entail?

Tailoring reports and holding specific meetings with the right stakeholders can ensure that they feel as though they are part of the overall process.

Completing communication reviews, holding meetings, and interviewing stakeholders assists the project manager in managing, communicating, and even defusing project content with real-time data.

▼ What does documenting stakeholder communication entail?

Any record of communication should be noted with the individual's name, role, and other associated information that represents the stakeholder.

Documenting conversations with key partners assists the project manager with recording interests and requests.

▼ What does enforcing processes entail?

All aspects of the project should be appropriately documented and subject to a formal review process for approval prior to making changes to the statement of work or project scope.

Enforcing processes also prevents all parties from unnecessary scope changes, miscommunication, and other negative outcomes that would have an adverse effect on the project's schedule.

▼ What does dispelling myths entail?

Truth is the best medicine. A stakeholder may not always want to hear it, but it is the best method for ensuring that the information is controlled and that the project manager maintains full governorship over the system and information.

▼ What does poor leadership lead to?

Poor leaders do not appropriately yoke the skills and processes of their team. They don't understand appropriate management methodologies and cannot direct people to their maximum potential. Improving leadership quality is the easiest way to increase the success rate.

▼ What happens if there are too many meetings?

Organizations that hold too many meetings that are unfocused or allow too much time for nonessential information can foster communication problems.

▼ What are team challenges?

A project manager should appropriately assess team synergy, creativity, and agility to ensure that their team works.

A great team must have appropriate skill sets to move a project from inception to decommission.

It is essential that a project manager evaluates the personalities of the team members involved to ensure that they work appropriately together and that they contain enough diversity so problem resolution does not become myopic

▼ How to avoid project conflict?

The best way to stymie conflict is to ensure clear expectations are established from the outset of the project.

The vision should be well defined from the beginning.

The project manager should also identify sources of potential conflict before they happen so that problems can either be redirected or avoided entirely, keeping the team working at full steam.

▼ How to change friction?

Create deadlines with some flexibility for underlying components that may be replaced will oftentimes give those individuals who are resistant to change some feeling of control and should alleviate some of their anxiety

▼ Why update documentation?

Without appropriate documentation, stakeholders will get lost. They want to understand things that are changing or have an appropriate understanding of where the project process is as a whole.