



Stakeholders & quality



Why spend time on it?





Quality and stakeholder satisfaction

The nature of satisfaction

- Satisfaction equals
 - the perception (of what has been received) less
 - the expectation (of what was to be received)
- Greatest cause of dissatisfaction is the creation of unrealistic expectations



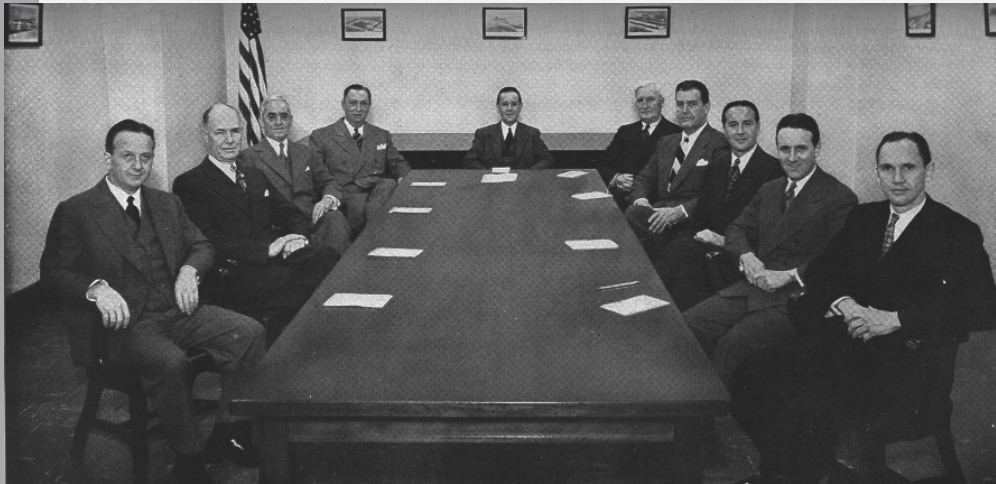


Communication process





Communication methods



Firestones Board 1974



Microsofts Board 1978





Communications plan

<i>Stakeholder</i>	<i>Communication</i>	<i>Timing</i>	<i>Format</i>	<i>Distribution</i>	<i>Person responsible</i>
Project sponsor	Monthly	Week 1 each month	Short report	E-mail	Project manager
Accounts department	Monthly spend schedule	2 weeks before start of month	Short budget	E-mail	Administrator
Client department	Monthly	Week 1 each month	1-page report	E-mail and noticeboard	Liaison officer





Reactive risk management

Management of failure (recovery)

- Required where a stakeholder (particularly the customer) becomes dissatisfied
- Rescue the current situation
 - Learn from it
 - Prevent ‘consumer terrorism’
- Management process
 - Identify what has gone wrong
 - Contain the situation – prevent further damage or escalation
 - Put in place recovery actions – regain customer confidence (show that you care)

