



# Project stakeholders

Why spend time on it?



# Stakeholders: success and failure

Most often cited causes of failure:

1. Lack of user involvement
2. Lack of management support
3. Unrealistic user expectations
4. Failing to recognise the real requirements of a key customer group
5. Failing to gain a shared understanding of the outcome





# Stakeholders

## Stakeholders

- A party with an interest in the project process or outcome
- More than one person or one group
- Resolving divergent and conflicting requirements is the challenge

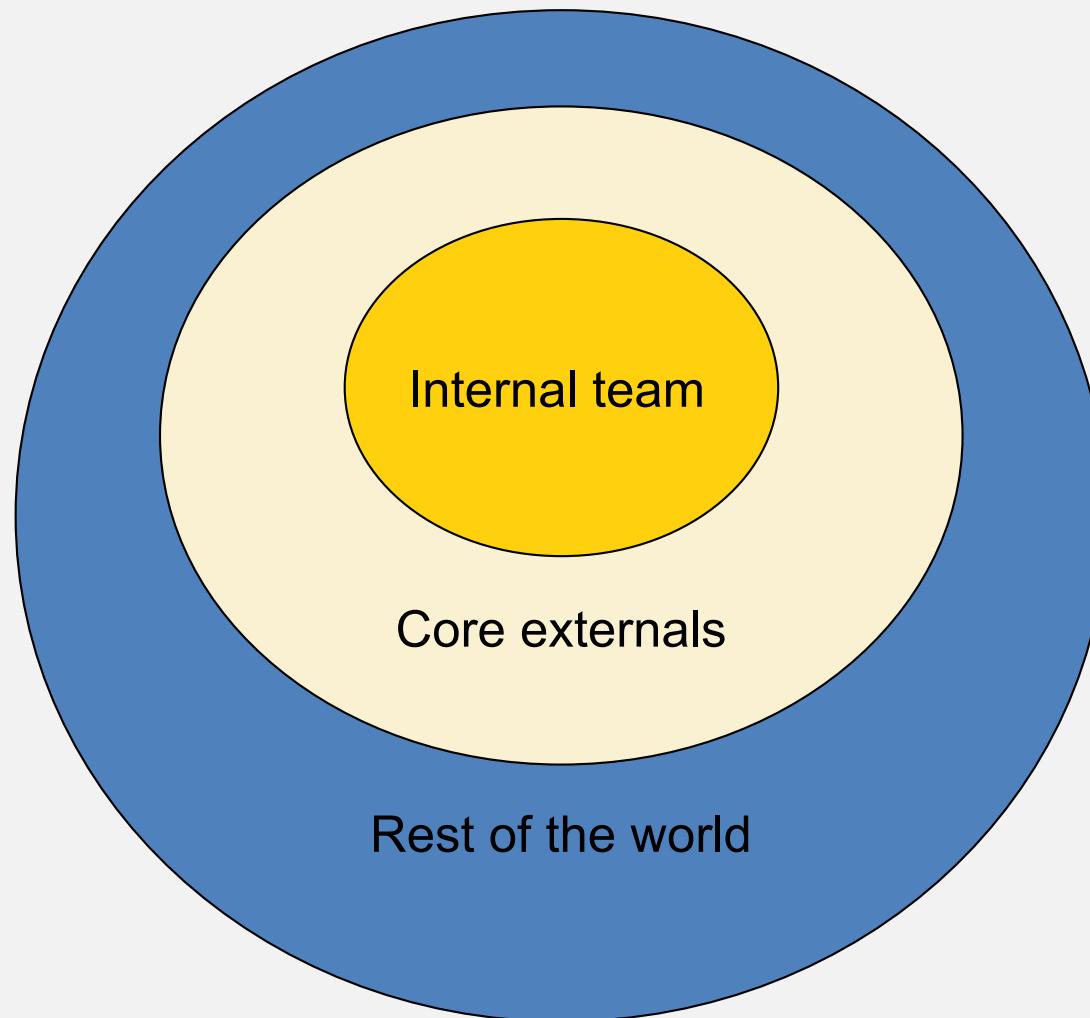
## Stakeholder landscape

- Who are they?
- What do they want?
- What influence is this going to have on the project process or outcome?





# Stakeholders





# Stakeholders

‘This product needs to be developed in the shortest possible time’

– *Marketing manager*

‘I want a good working solution to the problem, not promises that it will work on day one’

– *Client*

‘I want to work in a stimulating environment with good people and a manager who knows what they want and sticks to it’

– *Team member*

‘I want this project to be seen as a success in years to come’

– *Project manager*

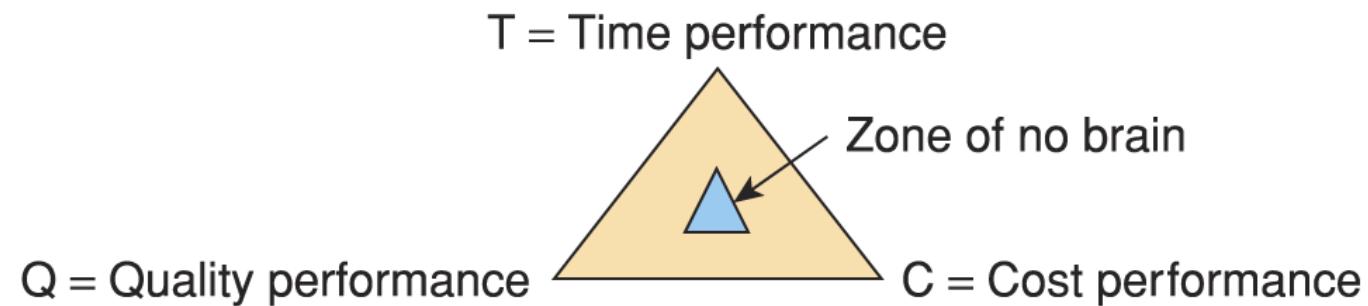
‘I am prepared to make a certain level of investment, but when that is spent and there is no more, we cancel the project’

– *Project sponsor*





# Managing strategic choices





Or.....

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**WE OFFER 3 KINDS OF SERVICES  
GOOD . CHEAP . FAST**

**BUT YOU CAN ONLY PICK TWO**

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**GOOD & CHEAP** WON'T BE **FAST**

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**FAST & GOOD** WON'T BE **CHEAP**

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**CHEAP & FAST** WON'T BE **GOOD**

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Taking our Geese to market.







