Module 3 Summary and Highlights: Information Sharing: Stakeholder Management

Congratulations! You have completed this module. At this point in the course, you know:

- The stakeholder register is a guide for critical communications which the project manager creates in conjunction with the project charter during the initiation phase of the project management lifecycle. You learned what the Project Management Institute (PMI) recommends as tools and techniques to identify stakeholders and gain commitment. You should identify stakeholders as early in the project as possible to enhance maximum participation and commitment.

- The purpose of the stakeholder engagement plan is to list key stakeholders in the stakeholder register. We reviewed key strategies to attain desired levels of stakeholder engagement. The stakeholder engagement plan is a close-hold plan; all stakeholders are different. The project manager should analyze each stakeholder to determine their motivations and adapt strategies to each.

- The importance of effectively managing stakeholders and why project managers may reduce levels of stakeholder commitment.

- The benefits of setting ground rules and norms can eliminate many issues in the long term. We introduced a team charter concept.

- Methods for a project manager to maintain stakeholder support throughout the project and how to strategize with the team via the Tuckman Ladder model. You reviewed motivation theories that can help shake stakeholder engagement strategies.

Module 3 Glossary: Information Sharing: Stakeholder Management

Welcome! This alphabetized glossary contains many of the terms in Module 3 of this course. This comprehensive glossary also includes additional industry-recognized terms not used in course videos. These terms are essential for you to recognize when working in the industry, participating in user groups, and participating in other certificate programs.

Term	Definition	Video/Reading where the term is introduced
Ground Rules and Norms	Standards of behavior ensure the teams are cohesive and effective	Monitor Stakeholder Engagement and Ground Rules
Identify Stakeholders	The process where the project manager identifies stakeholders and assigns roles and responsibilities. The manager develops the stakeholder register	Identify Stakeholders
Manage Stakeholder Engagement	A process where the project manager implements strategies in the stakeholder engagement plan	Manage Stakeholder Engagement
Monitor Stakeholder Engagement	A process where the project manager updates strategies, onboards and releases stakeholders, and validates commitment levels	Monitor Stakeholder Engagement and Ground Rules
Plan Stakeholder Engagement	The process where the project manager analyzes stakeholders for current and desired levels of commitment, develops strategies, and creates a stakeholder engagement plan	Plan Stakeholder Engagement
Project Stakeholder Management	The end-to-end process of identifying, planning, managing, and monitoring stakeholders	Identify Stakeholders
Salience Model	A method of classifying stakeholders by power, urgency, and legitimacy	Identify Stakeholders
Stakeholder Engagement Assessment Matrix	A list of current and desired commitment levels, which includes unaware, neutral, resistant, supportive, and leading	Plan Stakeholder Engagement
Stakeholder Engagement Plan	Planning document that identifies stakeholders, current and desired commitment levels, and strategies to move stakeholders to desired levels	Plan Stakeholder Engagement
Stakeholder Mapping	A method of classifying stakeholders by power and interest	Identify Stakeholders
Team Charter	A document the project team creates and approves which defines ground rules and norms all team members are committed to follow	Identify Stakeholders

Term	Definition	Video/Reading where the term is introduced
Tuckman Ladder	A step-by-step team building process which includes form, storm, norm, and perform steps	Monitor Stakeholder Engagement and Ground Rules