**Module 3: Stakeholder Management**

**Stakeholders:**

* Management Board
* DB branding
* **Sponsor: programme manager (Emma Schwarz) [power:5 , interest:4.5]**
  + very positive about all aspects of programme
  + believes it will deliver much higher level of benefits compared to Business Case
  + this is her first appointment as programme manager
  + Investment Services background
  + good relationships with most of the managers in Investment Services
* **Representatives from Investment Services (Daniel Brett) [power:4 , interest:4]**
  + 10 year experience in Investment Services
  + has been critic of IT projects that have been rolled out in his area
  + previous projects have not delivered what he was asking for
* **Representatives from Investment Services (Anna Rot) [power:3 , interest:4]**
  + New to DB but has worked for 2 competitors
  + Big fan of the way technology is engaging with customers
* **Customers [power:2.5 , interest:5]**
  + initially accepted first version of Investment Services App
  + are frustrated now because competitors offer better apps which are easier to use and give more information
  + would like to have assistance in case something goes wrong while using the app
  + increasing number of questions/concerns relating to data security
* **IT Service Desk (Steve Brown) [power:2 , interest:2]**
  + Believes a new app is a waste of time
  + Tight targets
  + Would like to have fewer software updates
* **Development Team Manager (Adrian White) [power:3.5 , interest:2]**
  + High regard by his colleagues
  + Very successful in this type of project
  + Is frustrated that his team is used/abused to meet last-minute
  + Doesn’t have large enough team to deal with all of the conflicts
* **Business Analyst (Amelie Green) [power:2 , interest:4]**
  + Will be her first project as BA
  + She is very keen, excited, has worked as developer at DB before

**Power Interest Grid**

|  |
| --- |
| **Motivation** |
| Resistant |
| Cautious |
| Neutral |
| Supportive |
| Leading |

1 2 3 4 5

1 2 3 4 5

**Interest**

**Power**

Keep satisfied

Monitor

Keep informed

Manage closely

Sponsor: PrgMngr

Emma Schwarz

InvServices

Daniel Brett

InvServices

Anna Rot

DevTeamMngr

Adrian White

Customers

ITServDesk

Steve Brown

BA

Amelie Green