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PROJECT 400 A1

Stakeholder Management – Pea Patch

**QUESTION:**

Review the Slide deck labeled, “Pea Patch assignment background” posted on Canvas Answer the questions below related to that material:

* What is a stakeholder?
* Why are they valuable to project?
* How do you identify ‘key’ stakeholders?
* What can happen if you miss a ‘key’ stakeholder?

ANSWER:

* *STAKEHOLDER is a person that has an interest in the project (any kind of interest)*
* *STAKEHOLDERS influence or control all aspect of the project: requirements, schedule, finance, accounting, labor and etc. Thus, without the stakeholders the project cannot exist.*
* *KEY STAKEHOLDER is a person or a group of people with the power to initiate, finance, or terminate the project. Additionally, key stakeholders may be those providing detailed requirements for the project.*
* *If a KEY STAKEHOLDER is missed, the project may simply fail due to various reasons – lack of communication, lack of financing, lack of support and etc.*

**QUESTION:**

Using the materials related to the “Pea Patch” project, prepare an influence/impact grid for each of the stakeholders named for the project

Continue by creating a “Pea Patch” expectation matrix for each of the stakeholders:

* Use the Stakeholder information posted on Canvas to begin your assessment
* Identify as part of this work, which stakeholders are the most influential and must
* be engaged and managed closely to ensure your project succeeds
* As a part of this, how would you strategically leverage the influencers to facilitate the desired outcomes

ANSWER:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **City Coordinator** | **Garden Store Owner** | **Neighbor A** | **Neighbor B** | **Neighbor C** | **Project Manager** |
| **City Coordinator** |  | Delivers all required paperwork. Pays fees. Advocates the project. | Active supporter of the project. Delivers support for voting and organizing events. | Works against the proposal. Always says ‘No’ to any initiatives. | May be persuaded to vote either way. Does not contribute to the project at all. | Independent professional that works for the Store Owner to get the project rolling. |
| **Garden Store Owner** | Reviews the proposal and acts based on the community vote. |  | A good support of the project. Helps with documents, events, and promotions. | Works against the project. However, can be talked with by B and Store Owner. May influence City Coordinator | Does not actively participate in the project. Does not vote neither for or against the project. Likes gardening. | A professional that knows how to run projects and get things done. Needs directions on implementation. |
| **Neighbor A** | Approves or declines proposals. | Attempts to establish a pea-patch. |  | A guy who does not like gardening. | A person who loves gardening and is not against the pea patch. | A good friend who helps with running the project. |
| **Neighbor B** | A good friend who can be talked into rejecting the project. | A good, misguided friend who does not understand the annoyance of noise and parking issues. | Likes gardening and always wants to be involved in the community. |  | A friend who I can explain why not to set up a pea patch | Independent professional hired by those who want to change existing order |
| **Neighbor C** | A fried who can be talked to. | A friend with an idea to set up a pea patch. | Dos not know this person. | A friend who is against the pee patch |  | An industry professional working the project. |
| **Project Manager** | A person who makes the final decision. Keep engaged. | Project sponsor. Keep engaged. | Project advocate. Helps with all aspects of the project. Keep engaged. | Votes against all project initiatives. Does have a stake in the project. Manage closely. | A person who needs to be persuaded to vote for the project. Manage Closely |  |

QUESTION:

Lastly, prepare a brief Stakeholder Management Plan for your project (use the Grid provided in the assignment PPT).

ANSWER:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder** | **Interest / Impact Response** | **Current / Desired Posture** | **Awareness** | **Engagement** |
| City Coordinator | Manage Closely | Neutral | **Status:** Bi-Weekly Email **Decisions:** Major **Issues:** Only Significant | **Development:** ask for comments **Influence:** talk concerns, friends with C **Acceptance:** Attend kick-off party |
| Garden Store Owner | Monitor | Advocate | **Status:** Weekly email, small talk **Decisions:** all **Issues:** all | **Development**: keep informed **Influence**: Friends with C |
| Neighbor A | Keep Informed | Advocate | **Status:** Weekly email, small talk **Decisions:** all **Issues**: major | **Development**: ask for comments, keep informed **Influence**: Friends with PM **Involvement**: all major events |
| Neighbor B | Manage Closely | Against | **Status**: bi-weekly email, chat **Decisions**: major **Issues**: none | **Development**: ask for comments **Influence**: friends with C **Involvement**: all major events |
| Neighbor C | Keep Satisfied | Neutral | Status: Weekly email, small talk Decisions: major Issues: major | **Development**: ask for comments **Influence**: friends with all but A **Involvement**: small talk, all events |