**Project Stakeholder Management**

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*“Project stakeholder management includes processes to identify stakeholders, analyze stakeholders, communicate with stakeholders, and manage stakeholder impact on the project.”*

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|  | **Project Stakeholder Management** | **Process Groups** |
|  | **Major Processes** | Initiating | Planning | Executing | Monitoring &Controlling | Closing |
|  | Identify Stakeholders | 1 |  |  |  |  |
|  | Plan Stakeholder Engagement |  | 2 |  |  |  |
|  | Manage Stakeholder Engagement |  |  | 3 |  |  |
|  | Monitor Stakeholder Engagement |  |  |  | 4 |  |

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| ***Keys Statements on Stakeholder Management*** |
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| *Success of project planning, execution, and control depend on stakeholder engagement.* |
| *Although objectives of stakeholder engagement may remain constant, manner of stakeholder engagement will vary over time and will vary between stakeholders.* |
| *Engage stakeholders throughout the entire project.* |
| *The primary responsibility of the project manager is stakeholder engagement.* |

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| **Identify Stakeholders** | * Stakeholder Analysis
* Stakeholder Register
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| **Plan Stakeholder Engagement** | * Project & Business Needs and Expectation Assessment
* Stakeholder Engagement Assessment Matrix
* Stakeholder Engagement Plan
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| **Manage Stakeholder Engagement** | * Consistent & Appropriate
* Flexible & Focused
* Meetings
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| **Monitor Stakeholder Engagement** | * Change Management
* Updates
* Lessons Learned
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**Identify Stakeholders**. “List and evaluate all important stakeholders.”

Stakeholder Analysis 🡪 Stakeholder Register

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| A **stakeholder analysis*** supports definition of project expectations and
* facilitates project execution and control
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| Stakeholder analysis requires careful execution of the following process.* Identify Stakeholders
* Establish objectives
* Define measures and sources of information
* Gather and organize information for analysis
* Analyze
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| Stakeholders could include customers, employees, suppliers, creditors, shareholders, competitors, government officials, and society at large.  |
| Content of stakeholder analysis varies by amount of information, type of information, sources of information, information gathering techniques, and handling sensitive information and results. There may be many versions of the final document. |
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|  | **Stakeholder Identification** |  |  |  |  |  |
|  | **🡪** | **Stakeholder Analysis** |  |  |  |  |
|  |  | **🡪** | **Stakeholder Register** |  |  |  |
|  |  |  | **🡪** | **Stakeholder Strategy** |  |  |
|  |  |  |  | **🡪** | **Stakeholder Engagement Plan** |  |
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**Plan Stakeholder Management.** “Ensure stakeholder needs and expectations are considered and planned to be met.”

Stakeholder Strategies 🡪 Stakeholder Engagement Plan

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| **Stakeholder Engagement Plan** | **Stakeholder Register** |
| **Stakeholder Analysis**.Characteristics importantto project and project manager | Stakeholder 1 | Stakeholder 2 | Stakeholder 3 |
| Organization |  |  |  |
| Role on project |  |  |  |
| Expectations |  |  |  |
| Level of interest |  |  |  |
| Level of influence |  |  |  |
| Communication factors |  |  |  |
| Suggested Strategies on managing relationships |  |  |  |
| Unique facts about stakeholder |  |  |  |

**Manage Stakeholder Engagement**. “Respond to stakeholder needs and expectations.”

Interpersonal skills, management skills, communication skills.

**Monitor Stakeholder Engagement.** “Achieve stakeholder needs and expectation.”

Change approvals, corrective action, plan updates, lessons learned.

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| Actions: | Generate Updates | – | Address Issues | – | Make Changes |
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| Characteristics: | Inclusive | – | Timely | – | Appropriate |
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| Deliverables: | Ongoing Verification | – | Periodic Feedback | – | Comprehensive Logs |

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| Objectives: | Productivity of project team | – | Acceptance of stakeholders |

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