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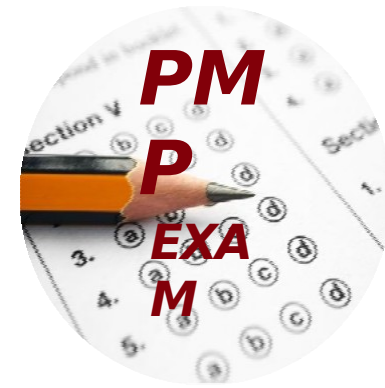
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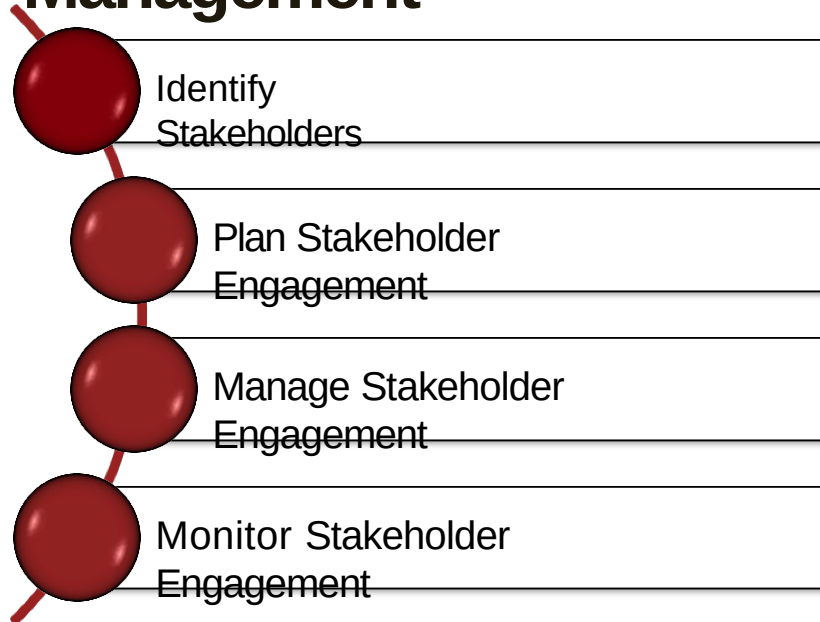
Lecture Twelve

Project Stakeholder Management

Quick Re-cap



Project Stakeholder Management



Initiating

Planning

Executing

Monitoring
&
Controlling

Project Stakeholder Management



Definition

Project Stakeholder Management includes the processes required to identify the people, groups, or organizations that could impact or be impacted by the project, to analyze stakeholder expectations and their impact on the project, and to develop appropriate management strategies for effectively engaging Stakeholders in project decisions and execution.

Identify Stakeholders



Definition

The process of identifying project Stakeholders **regularly** and analyzing and documenting relevant information regarding their interests, involvement, interdependencies, influence, and potential impact on project success.

Identify
Stakeholder
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Plan
Stakeholder
Engagemen
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Manage
Stakeholder
Engagemen
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Monitor
Stakeholder
Engagemen
t

Identify Stakeholders



ITTO

Inputs

1. Project charter
2. Business documents
3. Project management plan
4. Project documents
5. Agreements
6. Enterprise environmental factors
7. Organizational process assets

Tools & Techniques

1. Expert judgment
2. Data gathering
3. Data analysis
4. Data representation
5. Meetings

Outputs

1. Stakeholder register
2. Change requests
3. Project management plan Updates
4. Project documents updates

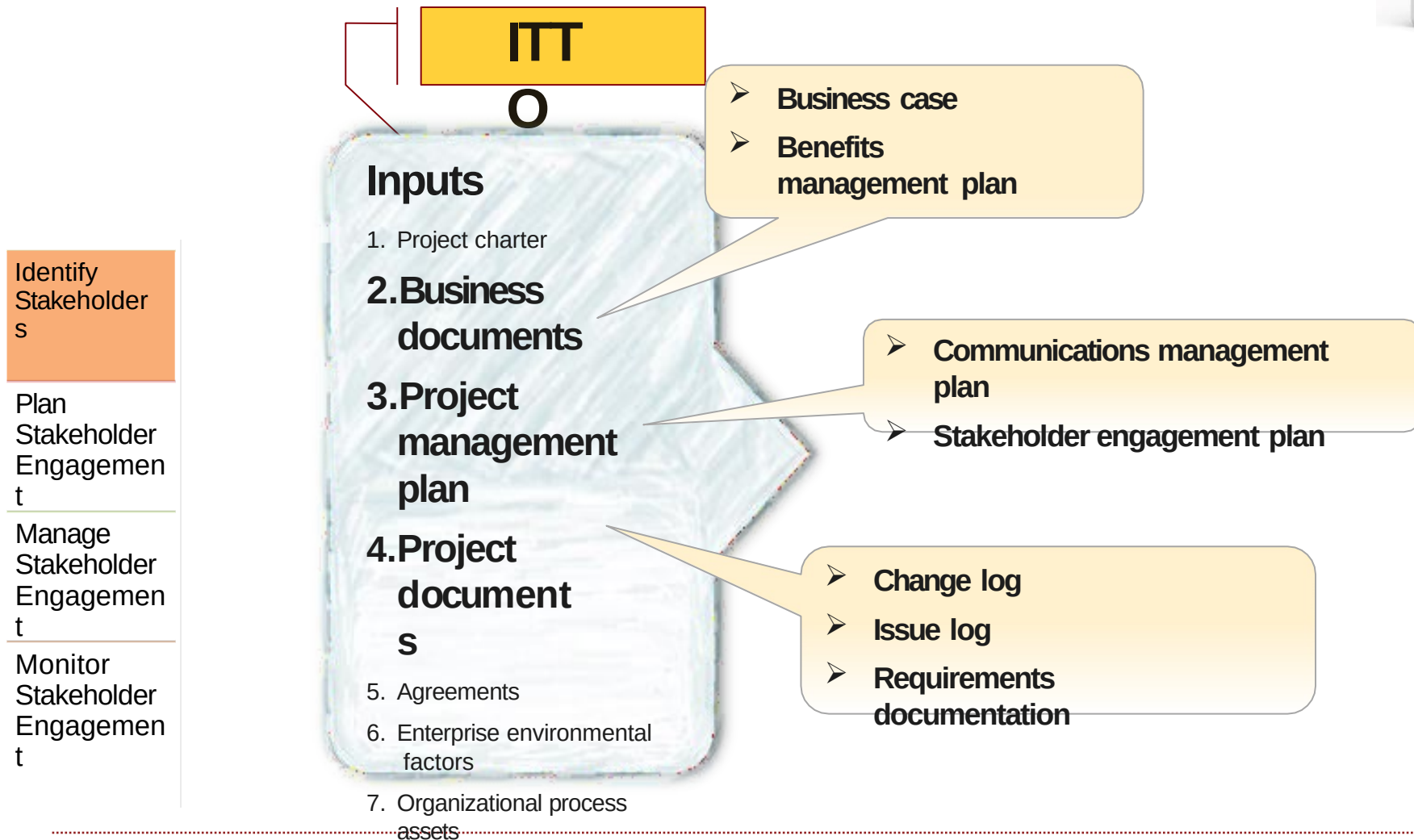
Identify Stakeholders

Plan Stakeholder Engagement

Manage Stakeholder Engagement

Monitor Stakeholder Engagement

Identify Stakeholders



Identify Stakeholders



ITTO

Tools & Techniques

1. Expert judgment

2. Data gathering

3. Data analysis

4. Data
representation

5. Meetings

➤ Questionnaires and surveys

➤ Brainstorming

➤ Stakeholder mapping/
representation

➤ Stakeholder analysis

➤ Document analysis

Identify Stakeholders

Plan Stakeholder Engagement

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Monitor Stakeholder Engagement

Identify Stakeholders



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Monitor
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- Requirements management plan
- Communications management plan
- Risk management plan
- Stakeholder engagement plan

- Assumption log
- Issue log
- Risk register

Output

1. Stakeholder register
2. Change requests

3. Project management plan Updates

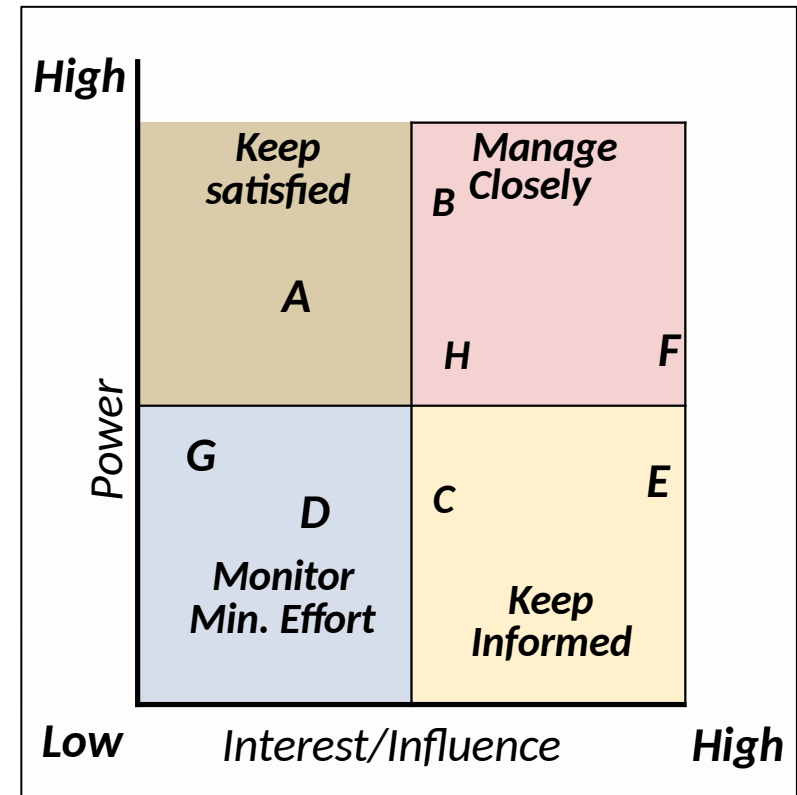
4. Project documents updates

Identify Stakeholders



Steps in Stakeholder Analysis

1. Identify All project Stakeholders. Key Stakeholder are anyone in decision-making, management role such as sponsor and primary customer
2. Identify the potential impact or support from each stakeholder



Identify Stakeholders

Plan Stakeholder Engagement

Manage Stakeholder Engagement

Monitor Stakeholder Engagement

Identify Stakeholders



Stakeholder Analysis Matrix

Stakeholder	Stakeholder Interests	Assessment of Impact	Potential Strategies
	Sponsor		
	Customer		

Identify Stakeholders

Plan Stakeholder Engagement

Manage Stakeholder Engagement

Monitor Stakeholder Engagement

Plan Stakeholder Engagement



Definition

Plan Stakeholder Engagement is the process of developing approaches to involve project Stakeholders based on their needs, expectations, interests, and potential impact on the project.

Identify
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Plan
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Plan Stakeholder Engagement



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Inputs

1. Project charter
2. Project management plan
3. Project documents
4. Agreements
5. Enterprise environmental factors
6. Organizational process assets

Tools & Techniques

1. Expert judgment
2. Data gathering
3. Data analysis
4. Decision making
5. Data representation
6. Meetings

Output

1. Stakeholder engagement plan

Identify Stakeholders

Plan Stakeholder Engagement

Manage Stakeholder Engagement

Monitor Stakeholder Engagement

Plan Stakeholder Engagement



ITTO

Inputs

1. Project charter

2. Project management plan

3. Project documents

4. Agreements

5. Enterprise environmental factors

6. Organizational process assets

- Resource management plan
- Communications management plan
- Risk management plan

- Assumption log
- Change log
- Issue log
- Project schedule
- Risk register
- Stakeholder register

Identify
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Stakeholder
Engagemen
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Plan Stakeholder Engagement



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Tools & Techniques

1. Expert judgment
2. Data gathering

3. Data analysis

4. Decision making

5. Data representation

6. Meetings

➤ Benchmarking

➤ Assumption and constraint analysis

➤ Root cause analysis

➤ Mind mapping
➤ Stakeholder engagement assessment matrix

Identify Stakeholders

Plan Stakeholder Engagement

Manage Stakeholder Engagement

Monitor Stakeholder Engagement

Manage Stakeholder Engagement



Definition

The process of communicating and working with Stakeholders to meet their needs and expectations, address issues, and foster appropriate stakeholder involvement.

Identify
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Monitor
Stakeholder
Engagemen
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Manage Stakeholder Engagement



ITTO

Inputs

1. Project management plan
2. Project documents
3. Enterprise environmental factors
4. Organizational process assets

Tools & Techniques

1. Expert judgment
2. Communication skills
3. Interpersonal and team skills
4. Ground rules
5. Meetings

Outputs

1. Change requests
2. Project management plan updates
3. Project documents updates

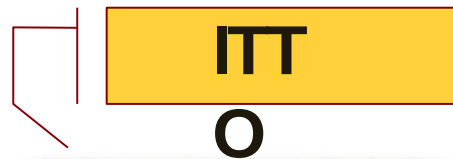
Identify Stakeholders

Plan Stakeholder Engagement

Manage Stakeholder Engagement

Monitor Stakeholder Engagement

Manage Stakeholder Engagement



Inputs

1. Project management plan

2. Project documents

3. Enterprise environmental factors

4. Organizational process assets

- Communications management plan
- Risk management plan
- Stakeholder engagement plan
- Change management plan

- Change log
- Issue log
- Lessons learned register
- Stakeholder register

Identify Stakeholders

Plan Stakeholder Engagement

Manage Stakeholder Engagement

Monitor Stakeholder Engagement

Manage Stakeholder Engagement



ITTO

Tools & Techniques

➤ Feedback

1. Expert judgment

2. Communication skills

3. Interpersonal and team skills

4. Ground rules

5. Meetings

- Conflict management
- Cultural awareness
- Negotiation
- Observation/conversation
- Political awareness

Identify Stakeholders

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Monitor Stakeholder Engagement

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- Communications management plan
- Stakeholder engagement plan

- Change log
- Issue log
- Lessons learned register
- Stakeholder register

Outputs

1. Change requests

2. Project management plan updates

3. Project documents updates

Monitor Stakeholder Engagement



Definition

The process of monitoring project stakeholder relationships and tailoring strategies for engaging Stakeholders through modification of engagement strategies and plans.

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Engagemen
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Monitor Stakeholder Engagement



ITTO

Inputs

1. Project management plan
2. Project documents
3. Work performance data
4. EEF
5. OPA

Tools & Technique

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1. Data analysis
2. Decision making
3. Data representation
4. Communication skills
5. Interpersonal and team skills
6. Meetings

Outputs

1. Work performance information
2. Change requests
3. Project management plan updates
4. Project documents updates

Identify Stakeholders

Plan Stakeholder Engagement

Manage Stakeholder Engagement

Monitor Stakeholder Engagement

Monitor Stakeholder Engagement



ITTO

Input

1. Project management plan
2. Project documents
3. Work performance data
4. EEF
5. OPA

- Resource management plan
- Communications management plan
- Stakeholder engagement plan

- Issue log
- Lessons learned register
- Project communications
- Risk register
- Stakeholder register

Identify Stakeholders

Plan Stakeholder Engagement

Manage Stakeholder Engagement

Monitor Stakeholder Engagement

Monitor Stakeholder Engagement



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Tools & Technique

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1. Data analysis

2. Decision making

3. Data representation

4. Communication skills

5. Interpersonal and team skills

6. Meetings

- Multicriteria decision analysis
- Voting

- Feedback Presentations

- Alternatives analysis
- Root cause analysis
- Stakeholder analysis

- Stakeholder engagement assessment matrix

- Active listening
- Cultural awareness
- Leadership
- Networking
- Political awareness

Identify Stakeholders

Plan Stakeholder Engagement

Manage Stakeholder Engagement

Monitor Stakeholder Engagement

Monitor Stakeholder Engagement



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Monitor
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- Resource management plan
- Communications management plan
- Stakeholder engagement plan

- Issue log
- Lessons learned register
- Risk register
- Stakeholder register

Outputs

1. Work performance information
2. Change requests
3. Project management plan updates
4. Project documents updates

Project Stakeholder Management



To Sum up..

- ◆ We know Project Stakeholder Management Knowledge Area Processes
- ◆ We know how to Identify Stakeholders
- ◆ We know how to Plan Stakeholder Engagement
- ◆ We know how to Manage Stakeholder Engagement
- ◆ We know how to Monitor Stakeholder Engagement

Questions ?

