Managing Project Stakeholders
Course Summary

Description

Stakeholders are parties that will be affected by a project's execution or results. Stakeholders can have their own expectations and objectives and have the potential to strongly influence a project's outcome in positive or negative directions. Whether obvious or covert these stakeholders' expectations must be articulated and understood before they can be managed. This workshop focuses on tools and techniques to discover the project's stakeholders, identify and clarify their expectations, and develop a plan to manage these expectations.

Attention is paid to stakeholders' spheres of influence, including their influences on each other. Political, legal, and community influences will be examined along with strategies to mitigate or enhance such influences. Political and legal influences can include existing legislation as well as future trends and directions. Community influences could originate in the geographical, business and social community where the project is occurring, the professional/technical community that is involved in implementing the project and using its results, as well as other interested communities of people.

Case studies are used as learning vehicles to develop an awareness of stakeholder expectations and expectation management plans, and to tie stakeholder requirements to the project's scope management, procurement management, risk management, and resource management plans.

Objectives

At the end of this course, students will be able to:

- Understand and use stakeholder management terminology consistent with those of the Project Management Institute (PMI)
- Create a stakeholder list
- Group stakeholders according to their needs and influence
- Develop a stakeholder management plan/toolkit

Topics

- Introduction
- Stakeholder Definitions
- Sources of Stakeholders
- Stakeholder Analysis Methods
- Analysis Results
- Stakeholder Management Strategies
- Communications with Stakeholders

Audience

This course is designed for:

- New project managers or project leads
- Experienced project managers or project leads who need a refresher
- Project team members, especially those who aspire to project management responsibilities
- Project team members who have risk management roles
- Project team members who have communications roles
- Project sponsors

Prerequisites

It is recommended that students take Project Management 101 or have equivalent experience.

Duration

One day

Due to the nature of this material, this document refers to numerous hardware and software products by their trade names. References to other companies and their products are for informational purposes only, and all trademarks are the properties of their respective companies. It is not the intent of ProTech Professional Technical Services, Inc. to use any of these names generically