OpenPM² 2018 CONFERENCE

Brussels, Charlemagne | February 1 & 2

How to Escape the Stakeholder Management Maze
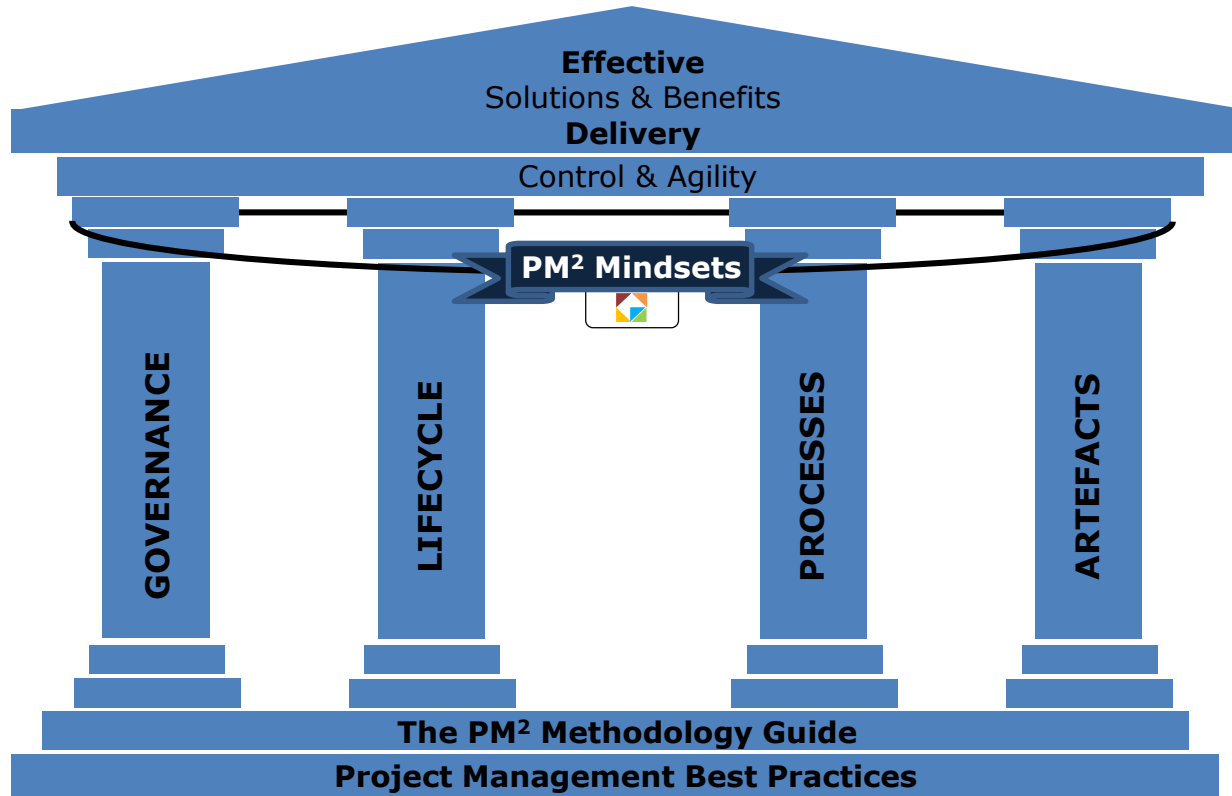
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Bryan Barrow

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European Commission · Council of the European Union · European Committee of the Regions · EUROPEAN CENTRAL BANK EUROSYSTEM · European Union EXTERNAL ACTION

PM^2 is a great framework for success

EU member states
EU candidates
EFTA members
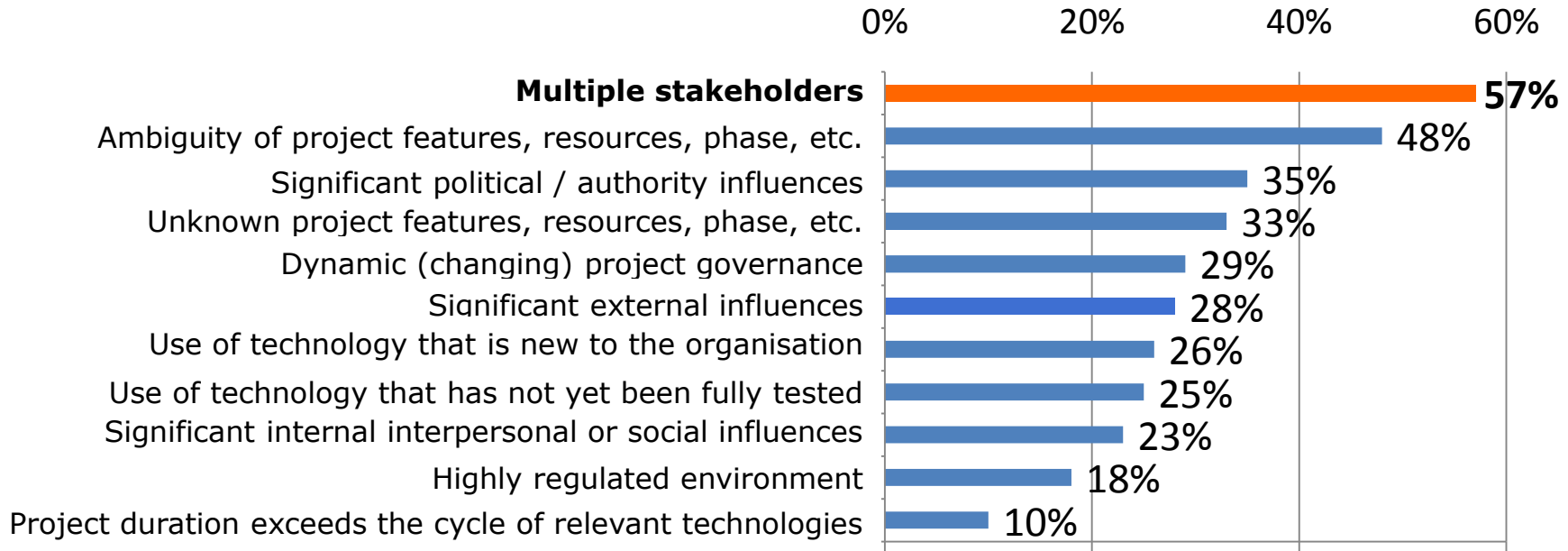Non EU members

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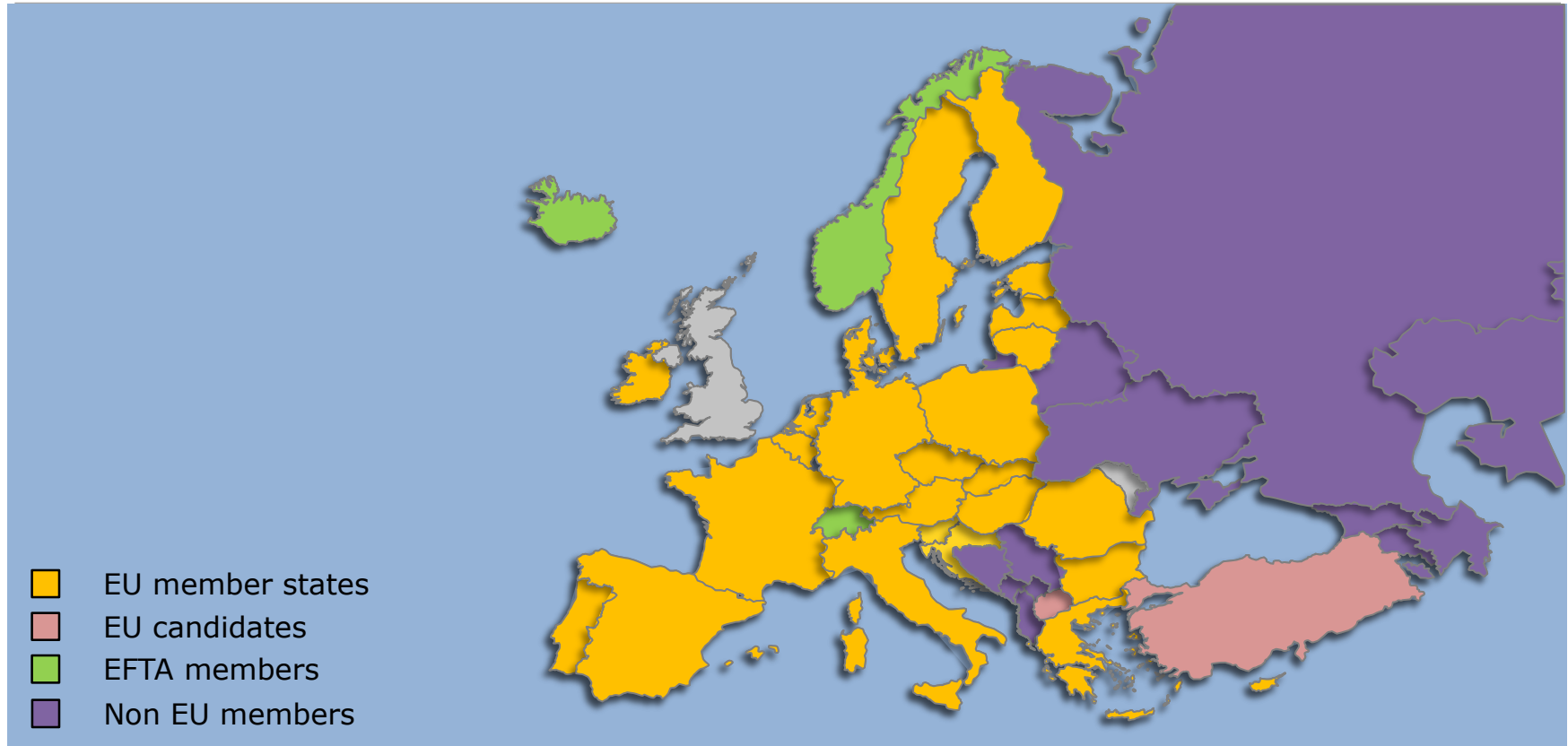
Good focus on role of stakeholders

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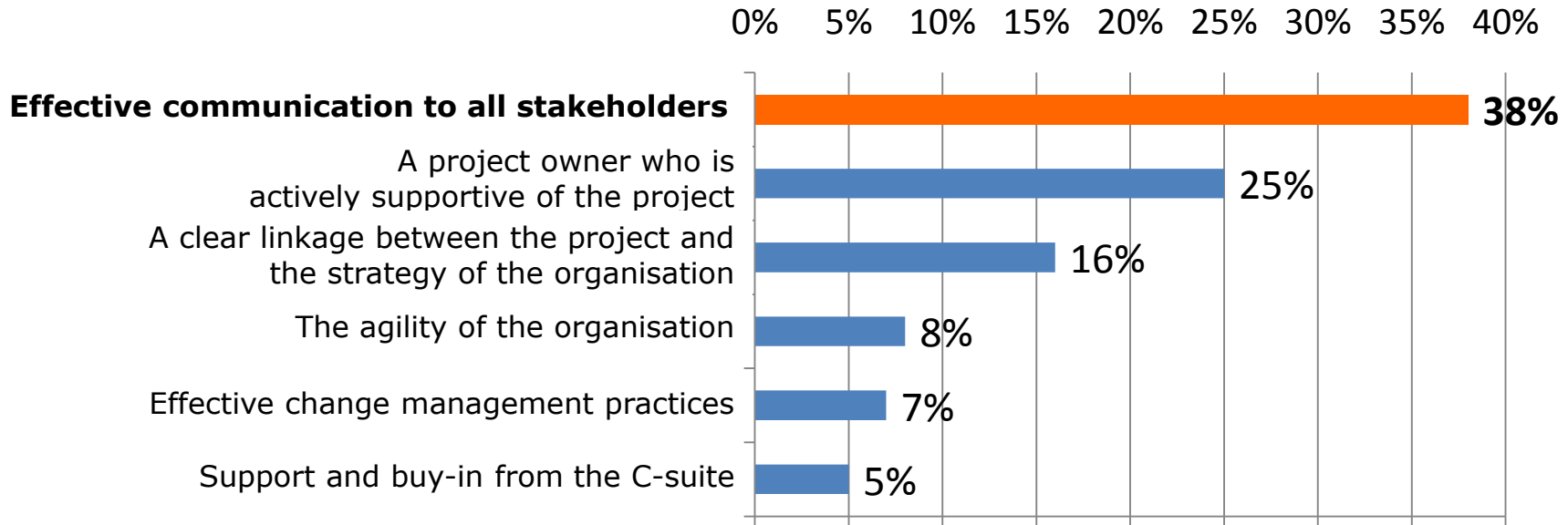# Multiple stakeholders a key risk area

**Most defining characteristics of complexity in projects
in organizations worldwide as of July 2013**

	0%	20%	40%	60%

Multiple stakeholders — **57%**
Ambiguity of project features, resources, phase, etc. — 48%
Significant political / authority influences — 35%
Unknown project features, resources, phase, etc. — 33%
Dynamic (changing) project governance — 29%
Significant external influences — 28%
Use of technology that is new to the organisation — 26%
Use of technology that has not yet been fully tested — 25%
Significant internal interpersonal or social influences — 23%
Highly regulated environment — 18%
Project duration exceeds the cycle of relevant technologies — 10%

https://www.statista.com/statistics/293393/most-defining-characteristics-of-complexity-in-projects-in-organizations-worldwide/

Effective communication to all stakeholders

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Good communication is vital to success

Most important factors for successful highly complex projects in organizations worldwide as of July 2013

Effective communication to all stakeholders	**38%**
A project owner who is actively supportive of the project	25%
A clear linkage between the project and the strategy of the organisation	16%
The agility of the organisation	8%
Effective change management practices	7%
Support and buy-in from the C-suite	5%

0% 5% 10% 15% 20% 25% 30% 35% 40%

Source: https://www.statista.com/statistics/293426/most-important-factors-for-successful-highly-complex-projects-worldwide/

But you can get lost in a maze

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Escaping the maze can be easy as ABC

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A is for *Analysis*

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Stakeholder Analysis: 2 x 2 matrix
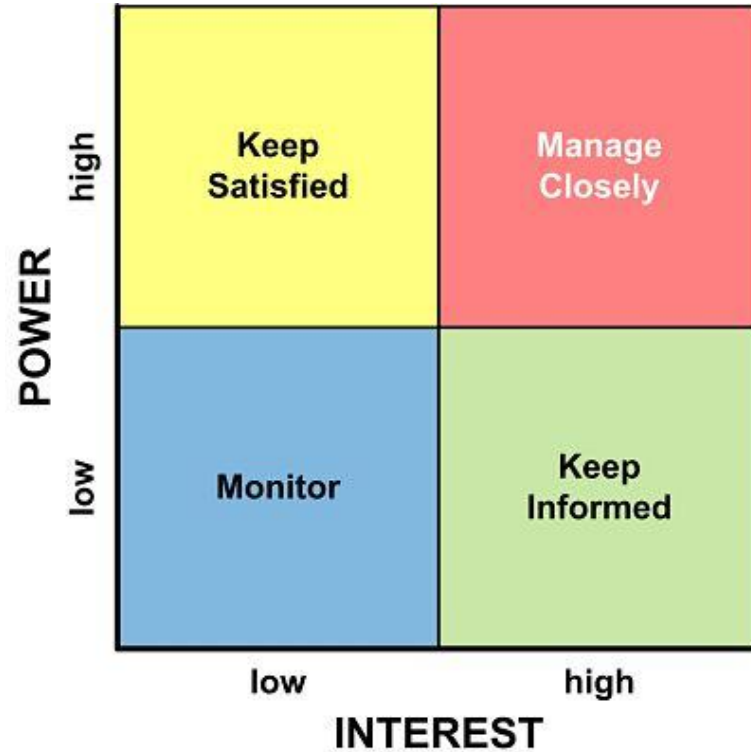
Stakeholder Analysis: 3 x 3 matrix
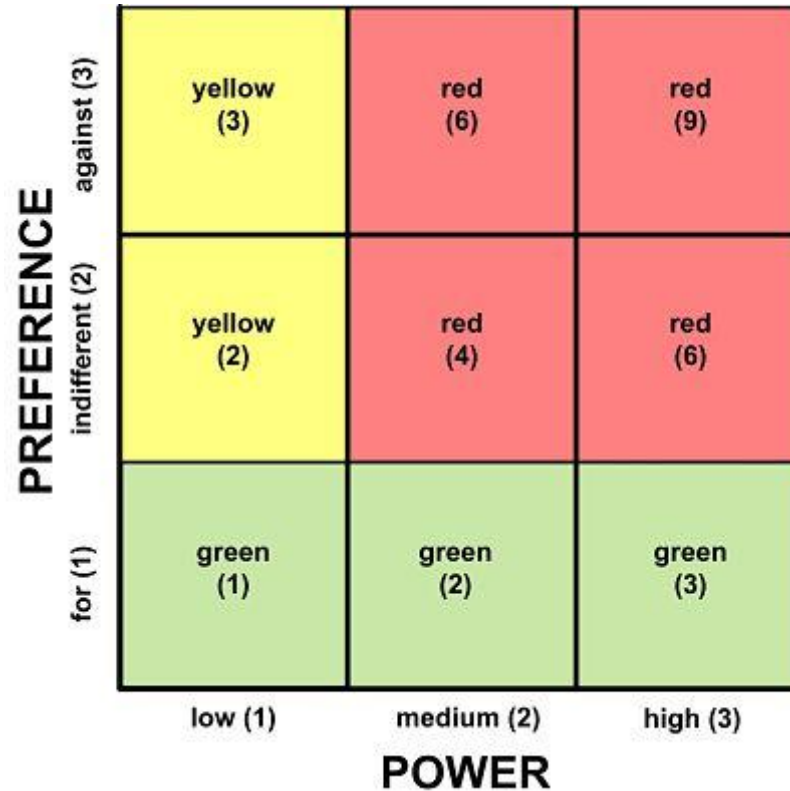
Stakeholder Analysis: Salience model

Stakeholder Sector Analysis

DETERMINATOR

ADJUDICATOR

COLLABORATOR

INTERMEDIATOR
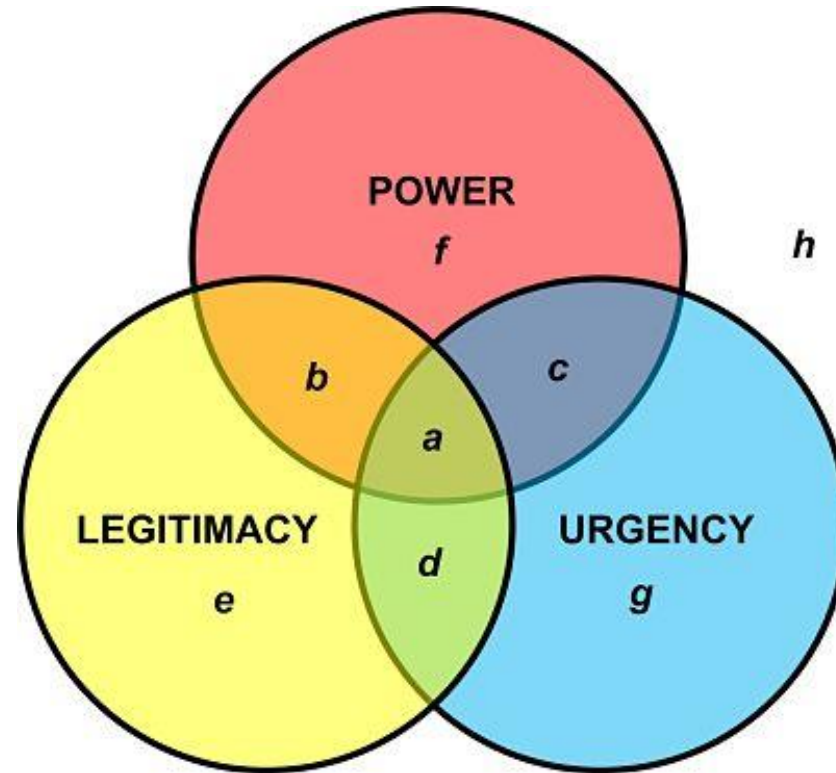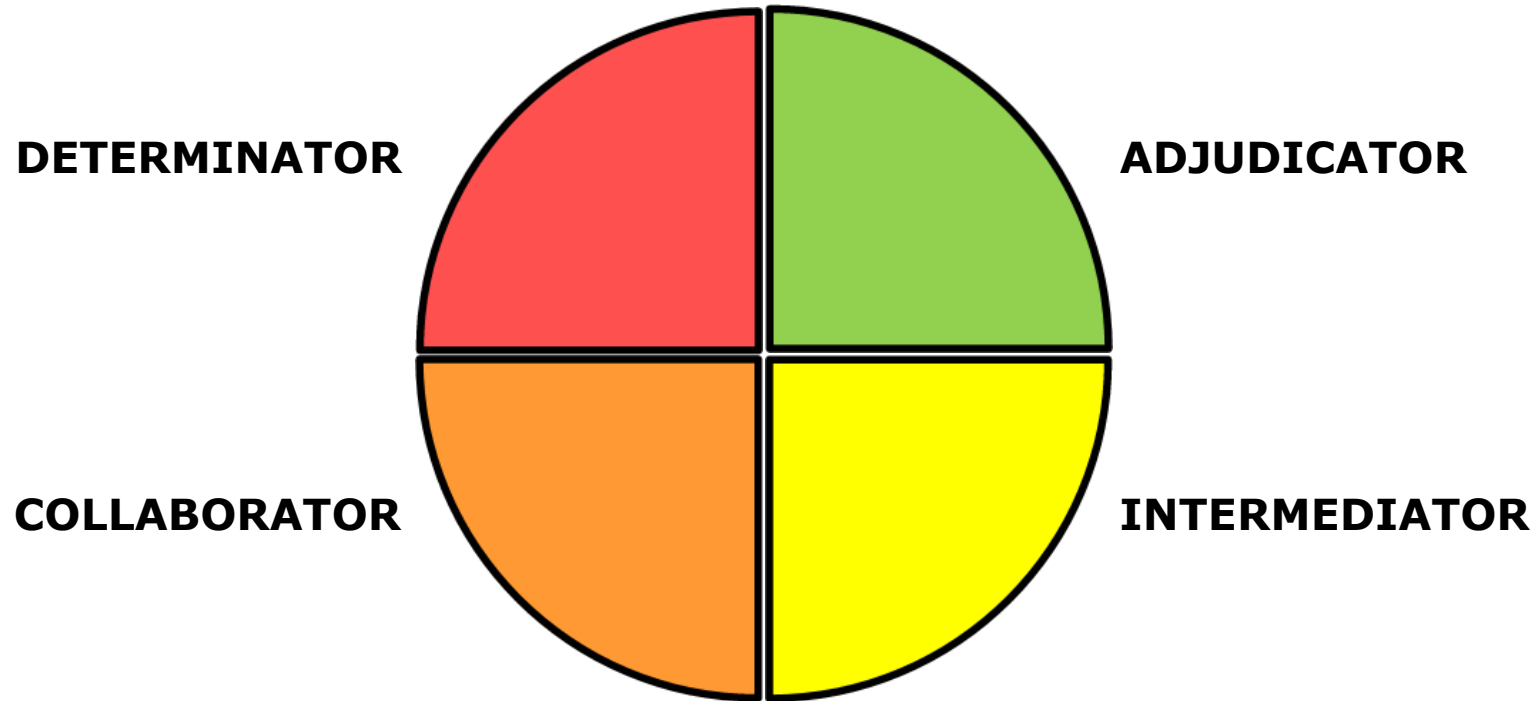
Stakeholder Sector Analysis copyright ©2017 Bryan Barrow

B is for *Behaviours* (and *Benefits*)

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B is for *Behaviours* (and *Benefits*)

Stakeholder	Type	*Unaware*	*Negative*	*Neutral*	*Positive*
A	DETERMINATOR				🟢
B	ADJUDICATOR			🟠	
C	DETERMINATOR		🔴 ┈┈┈▶		🟢
D	COLLABORATOR	⚫ ┈┈┈┈┈┈┈▶			🟢
E	COLLABORATOR		🔴 ┈▶	🟠 ┈▶	🟢
F	DETERMINATOR		🔴 ◀┈	🟠	
G	INTERMEDIATOR		🔴		

C is for *Communication*

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C is for *Communication*
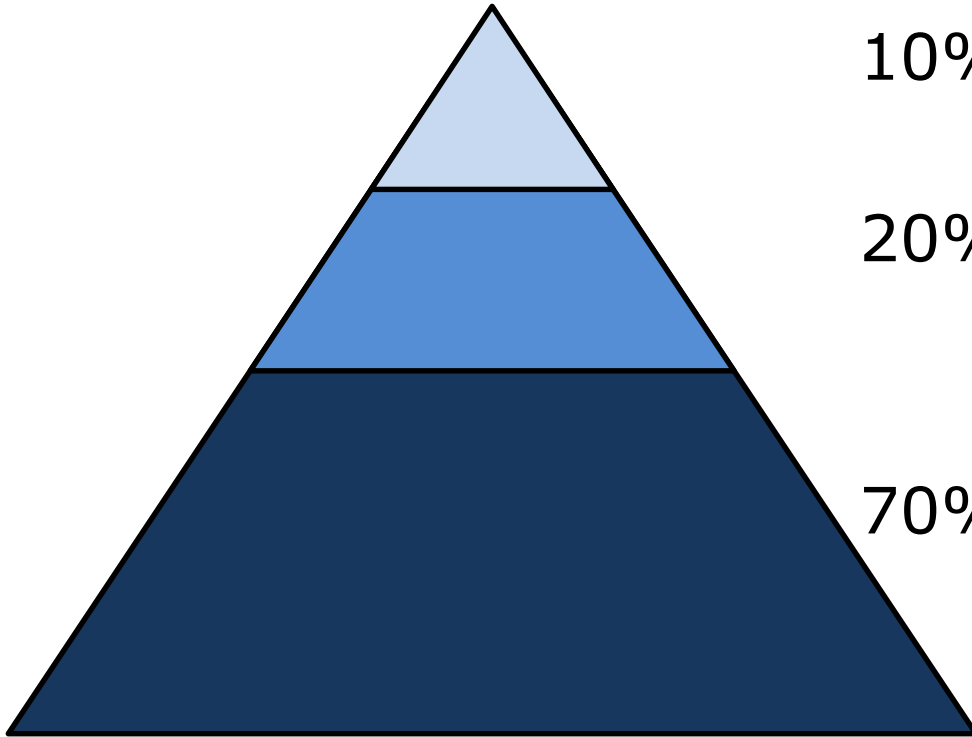
10% - Two-way communication

20% - One-way "push" communication

70% - One-way "pull" communication

Once you follow this simple formula

You *will* achieve successful outcomes

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For more information . . .

1. Grab a tips card (limited number available)
2. Download more free stakeholder management content (notes of this talk, articles, checklists, videos)
3. Watch the webinar

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European Commission

How to connect with me . . .

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