Stakeholder Management in Projects

Alexandra Hänig

24.5.2023

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….30 minutes

S9
train no 521 !!
S1 Wiesbaden arriving
S9 Mainz 2 min
S2 Hofheim 5 min
S9
train no 488 !!

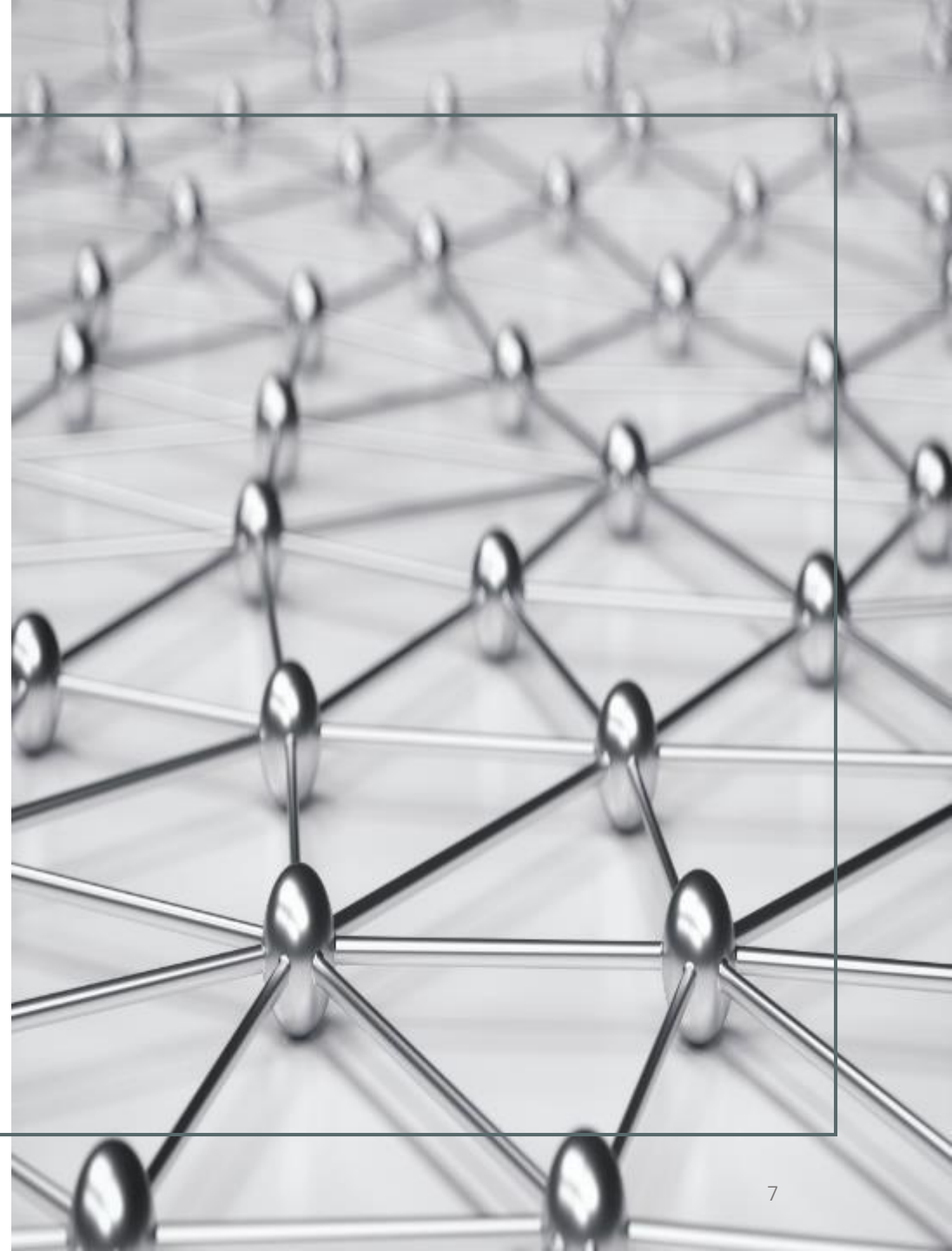
Who is Presenting?

Alexandra Hänig

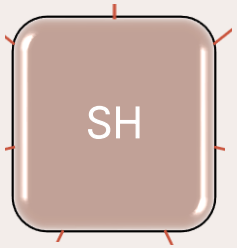
- Head of IT Multiproject Assurance at DB Cargo
- Assessor for Project Management with IPMA
- Certified Project Director Level A
- Bronze Winner IPMA Global Individual Award for Project Manager 2022
- >15 years of international Project Management
- >19 countries
- Mathematician
- Mountaineer
- Freelancer

Structure

1. Intro
2. People and Projects
3. Where does the Project end
4. Identifying the SH and grouping
5. Commiunication
6. Main issues
7. Thin line between Stake holders and Team building



Stakeholder identification



stakeholder Analysis

ID	SH	Position	Role in Project	Power (l,h)	Attitude (n,p)	Interest	Strategy	Partner
2	Mountain rescue	Service provider	Spectator	l	p	Save, not involved, exact information	Monitor: No info in advance Someone gives information in emergency wiht details	Friend

Primary stakeholders

- directly affected by the work

Secondary stakeholders

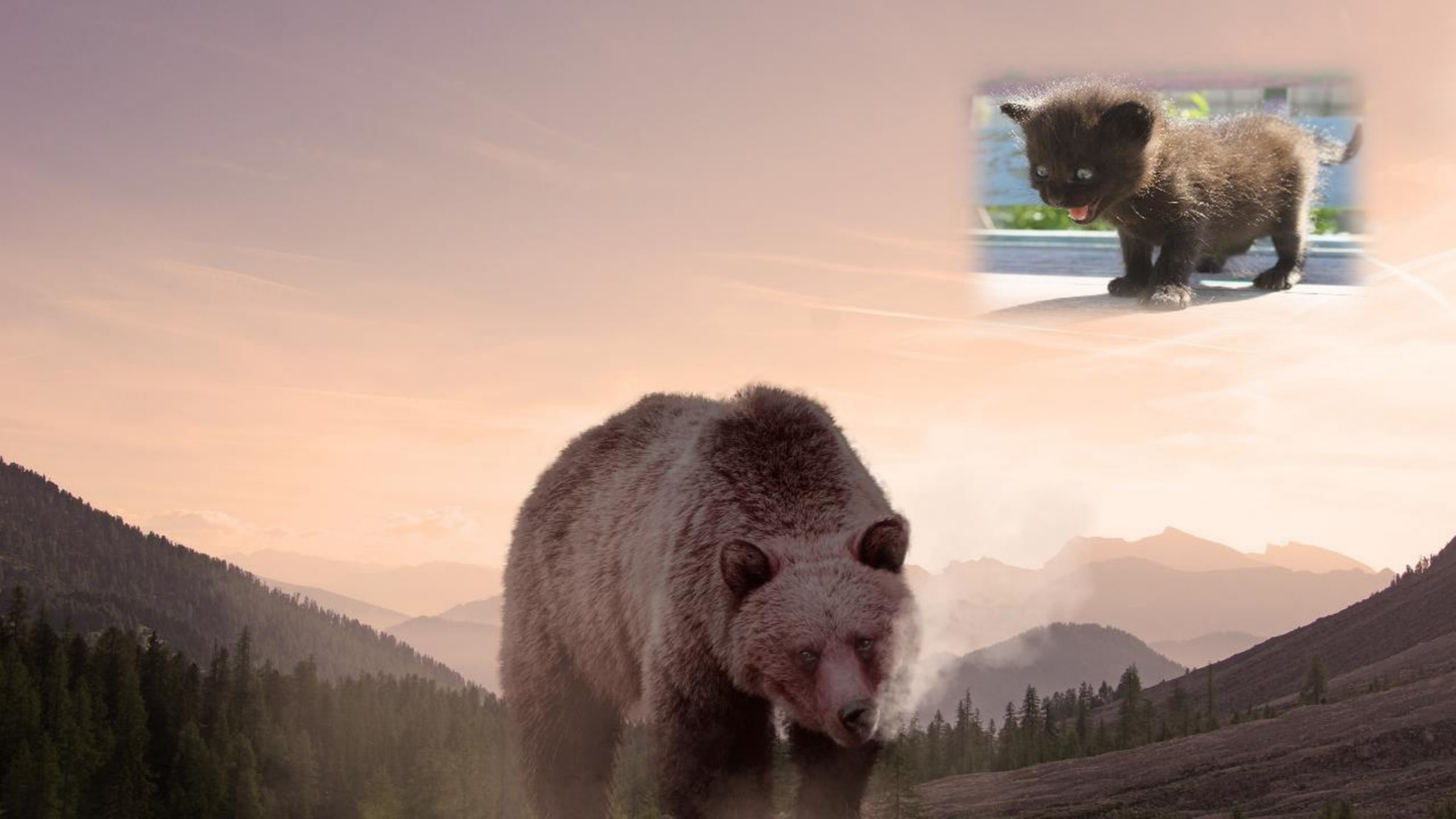
- indirectly affected by the work

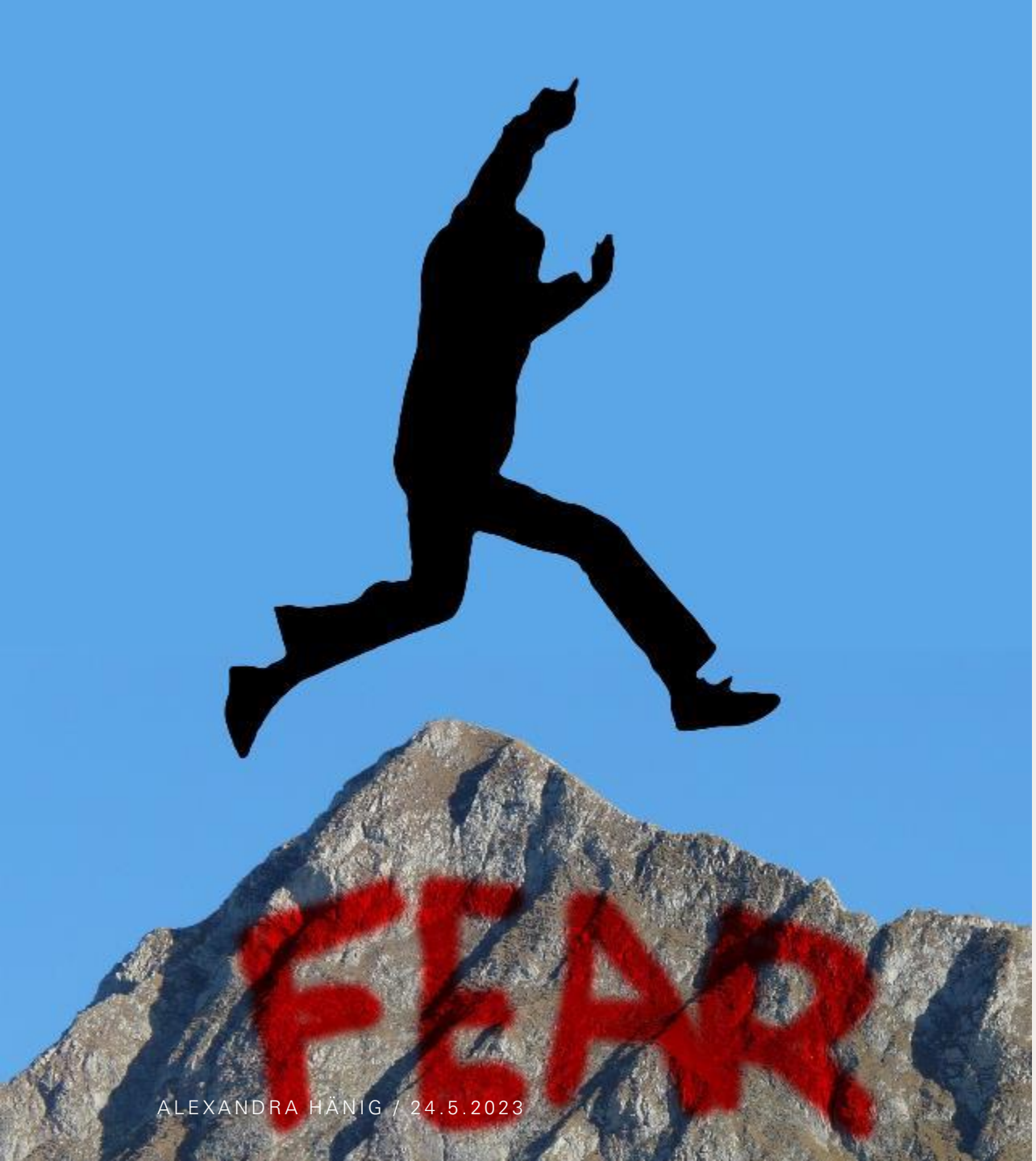
Key stakeholders

- strong influence over the work
- interest in its success

Identifying Stakeholders in Stability and Crisis

Include experts in stake holder and risk management





Feelings - Needs and Values

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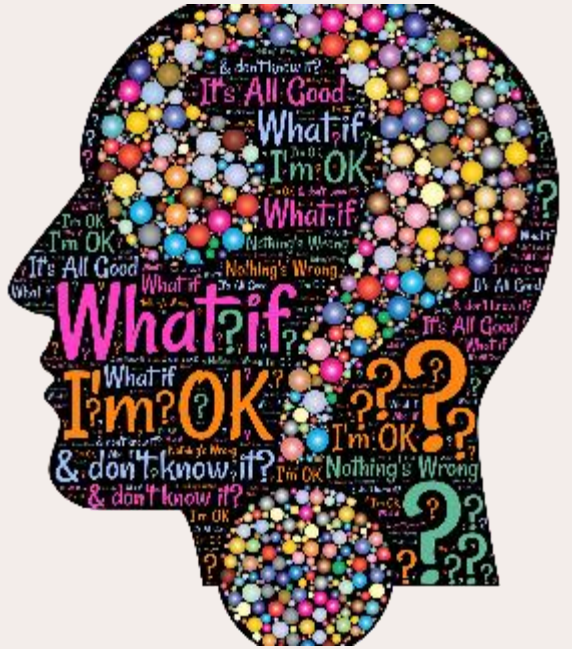
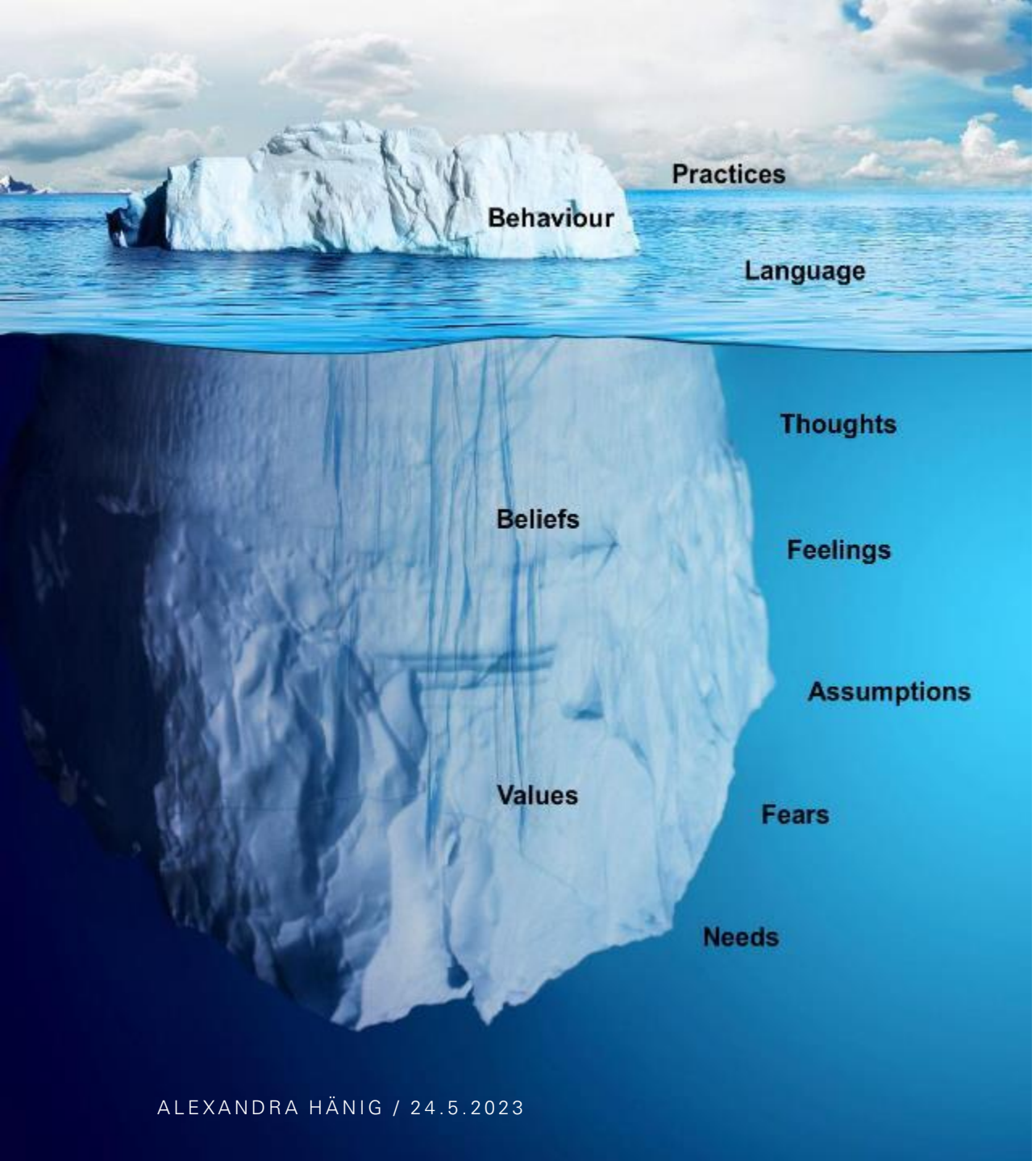


Feelings - Needs and Values



It is not a head but also a heart topic to deal with SH.

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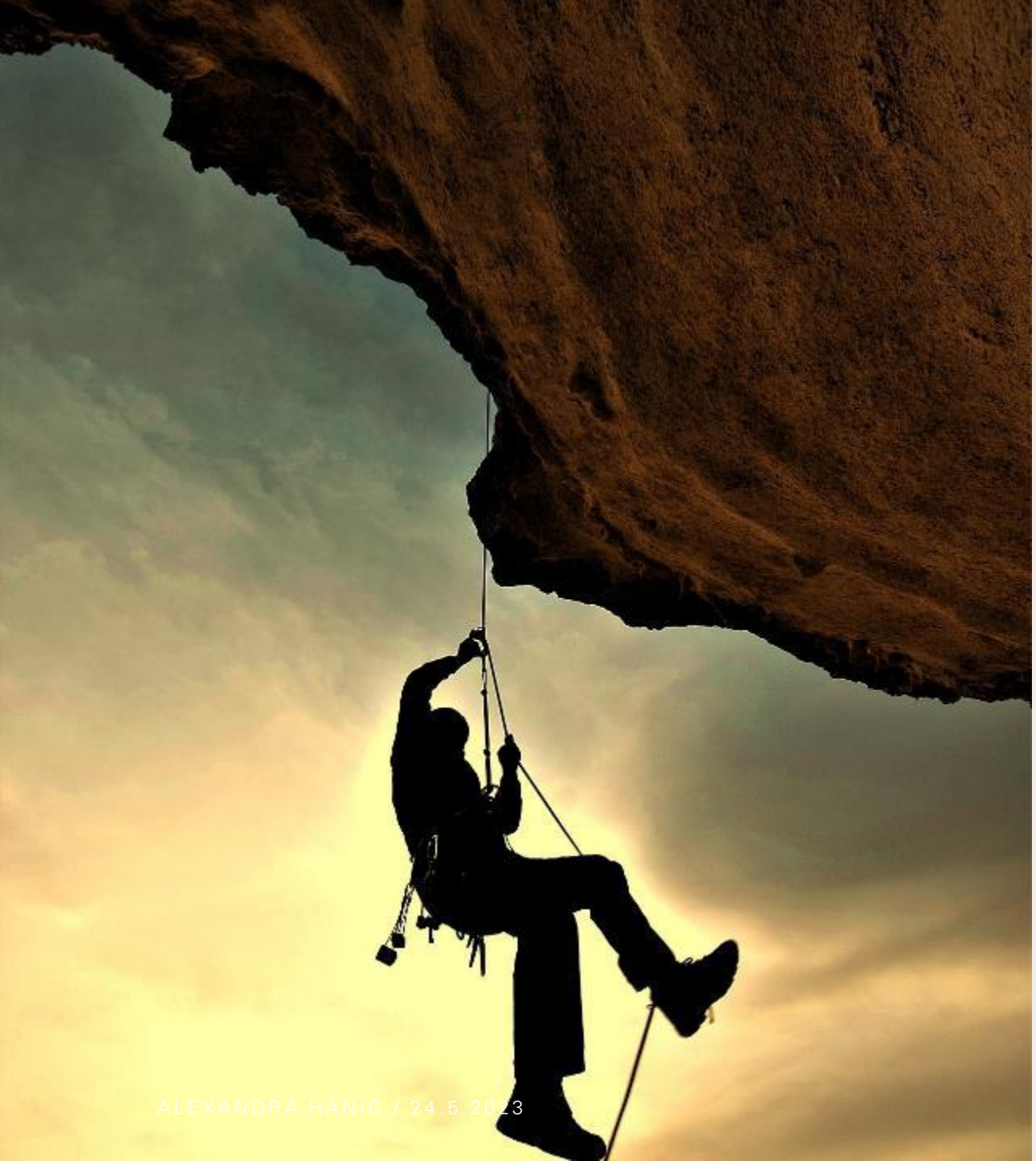
Understand feelings.

Take needs seriously



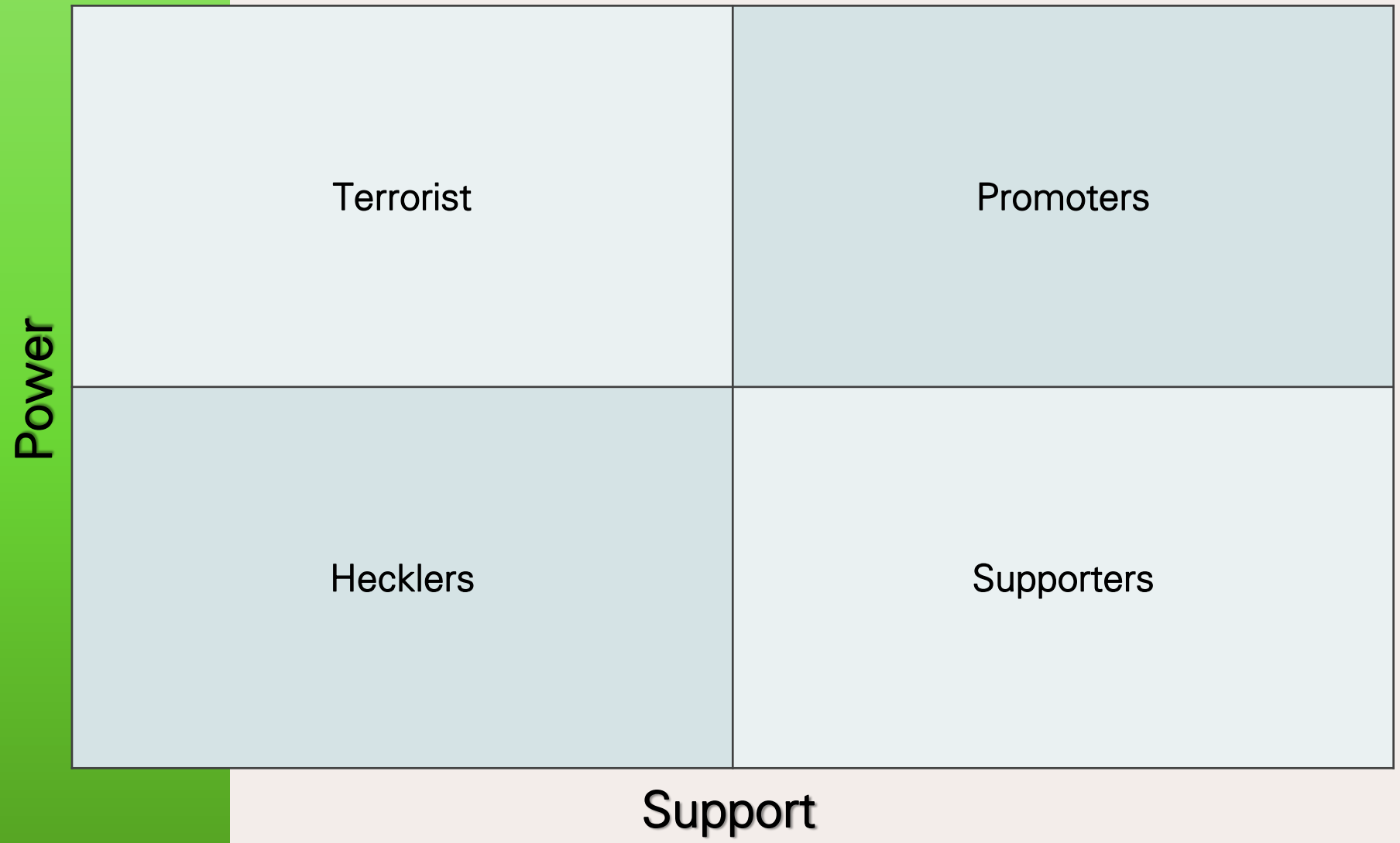
“Determine their motivation.”

- What are their most pressing business needs?
- What information or details do they want or need?
- Who influences them?
- Who do they influence?
- What are they responsible for?

New mindset

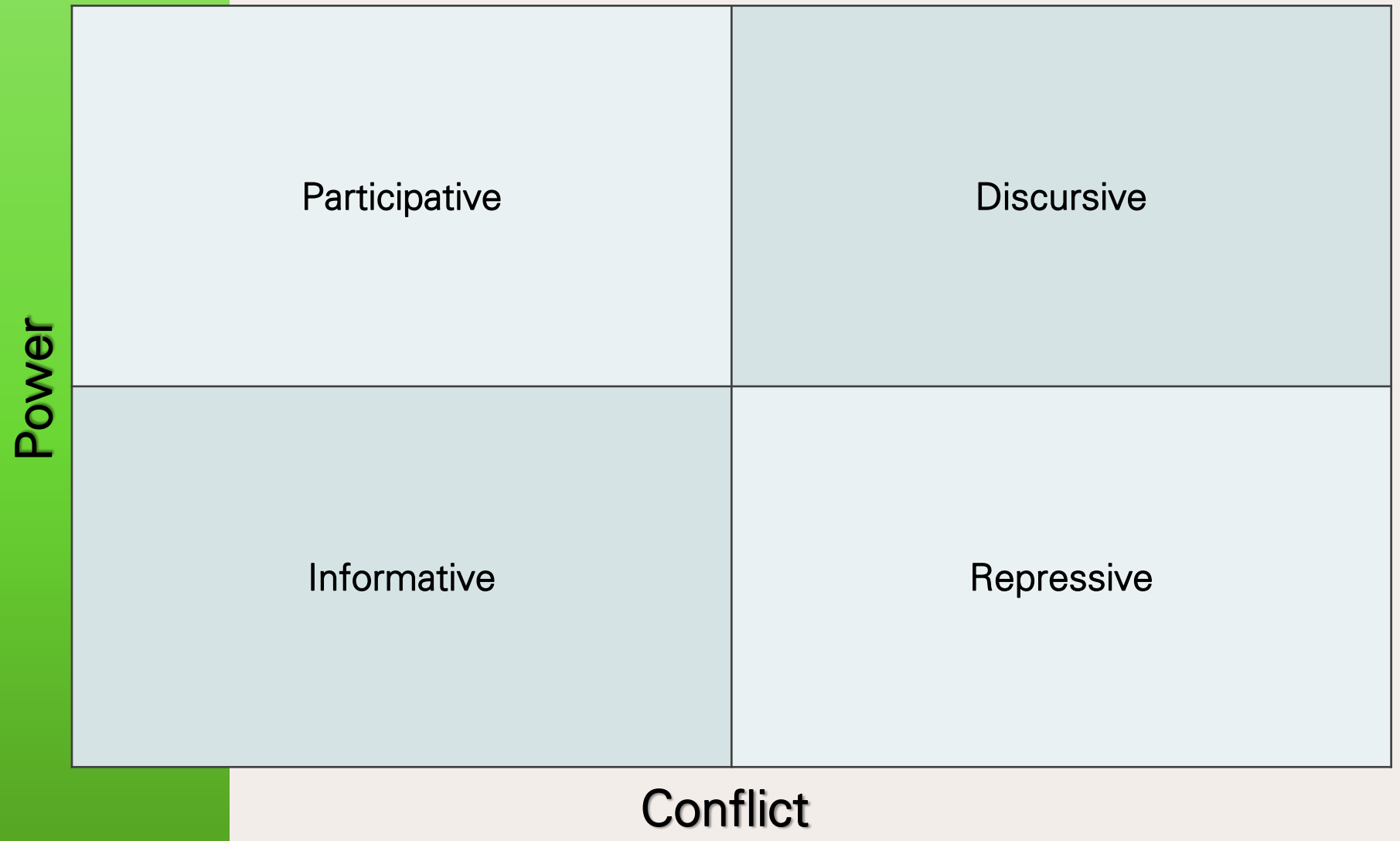
“Don’t be afraid of fear”

Stakeholder evaluation

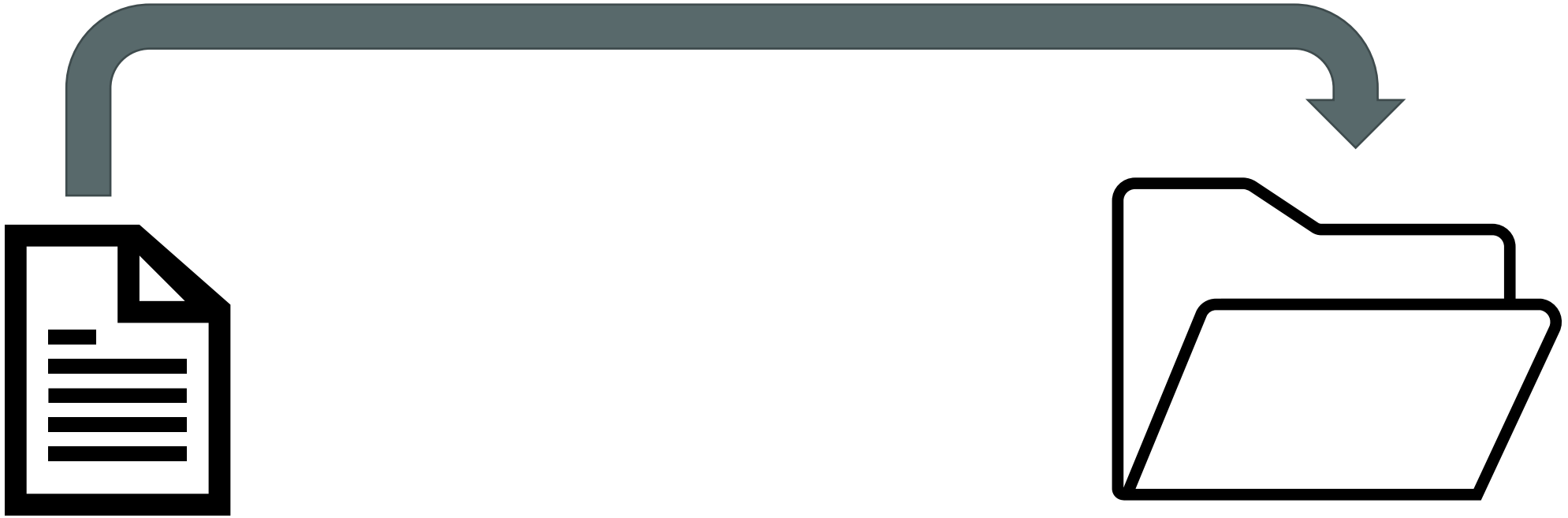


Power and Support Stakeholder Analysis Paul Roberts'
Source: Stakeholder matrix - key matrices for stakeholder analysis https://www.stakeholdermap.com/stakeholder-matrix.html

Stakeholder evaluation

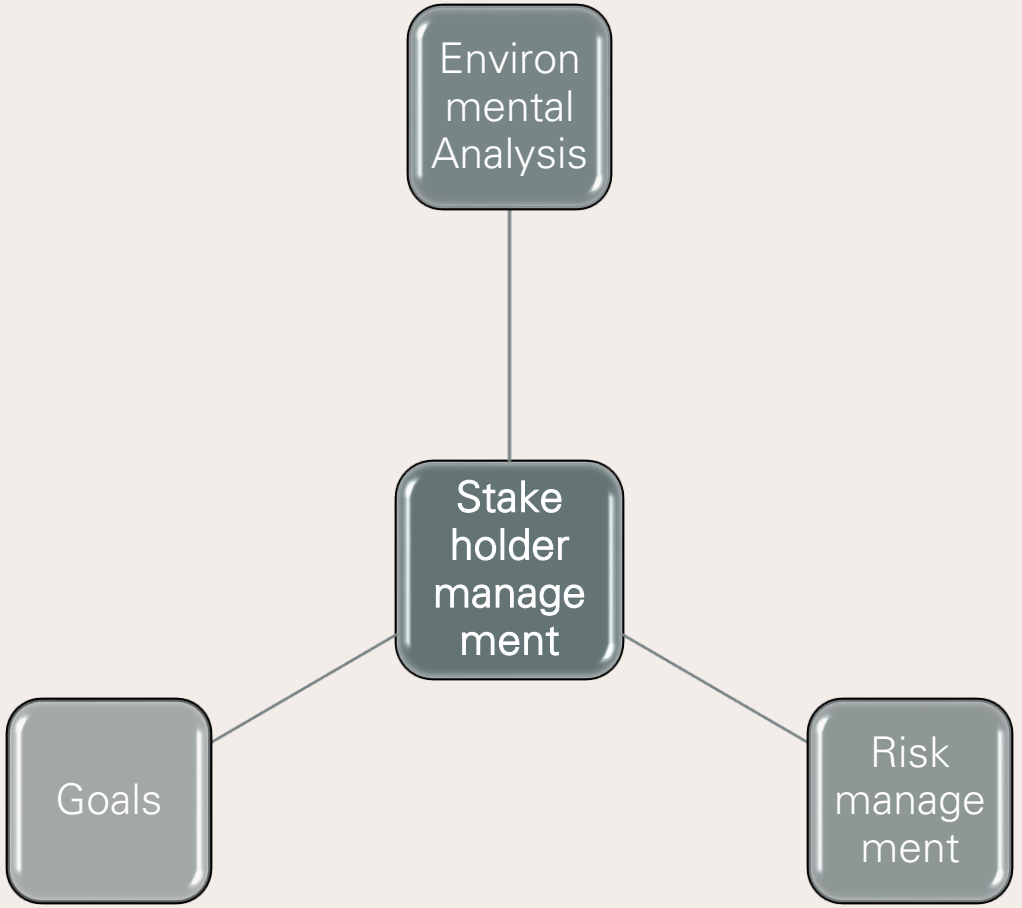


Power Conflict Matrix
Source: Stakeholder matrix - key matrices for stakeholder analysis https://www.stakeholdermap.com/stakeholder-matrix.html

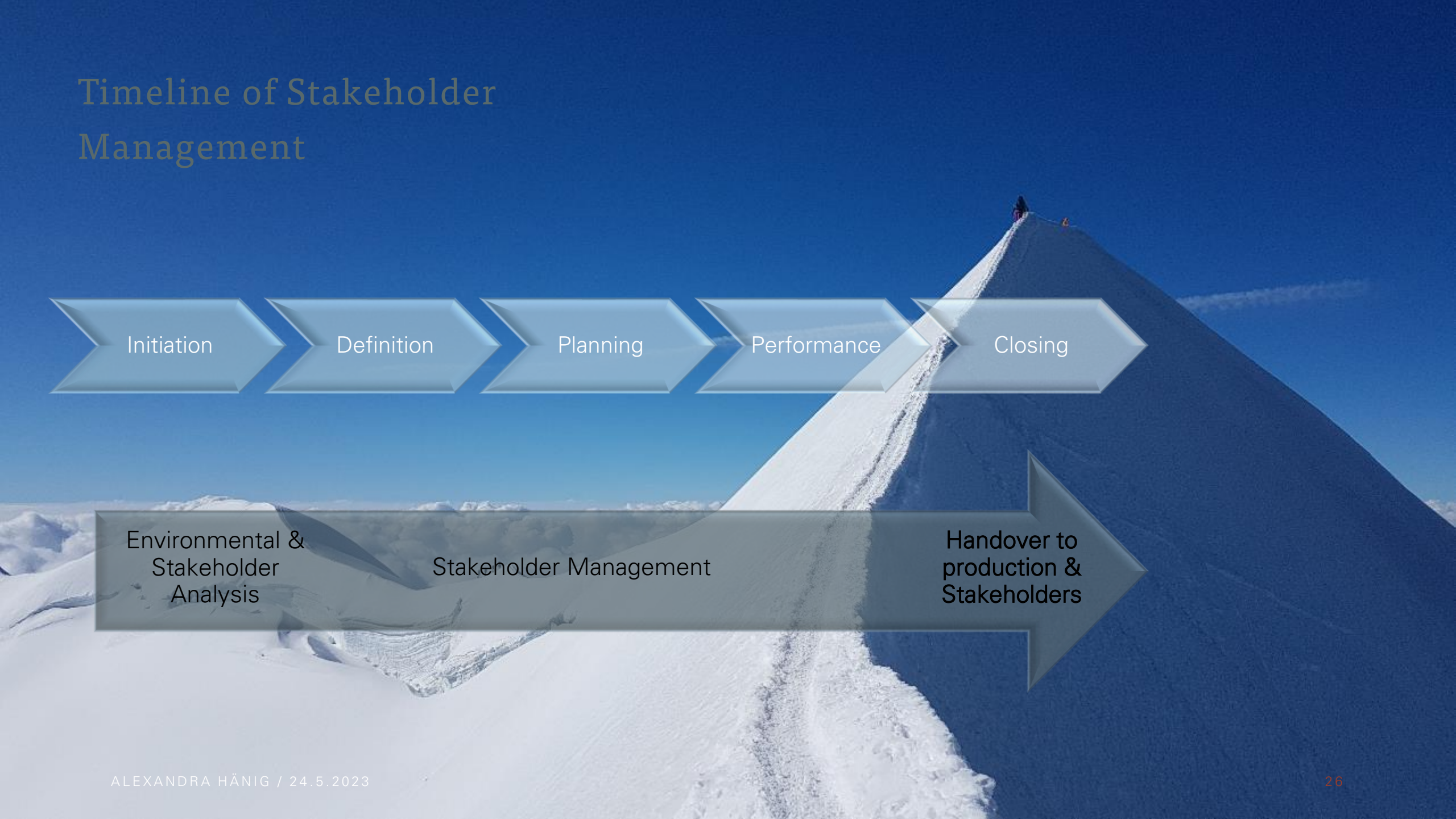


Stakeholder Matrix

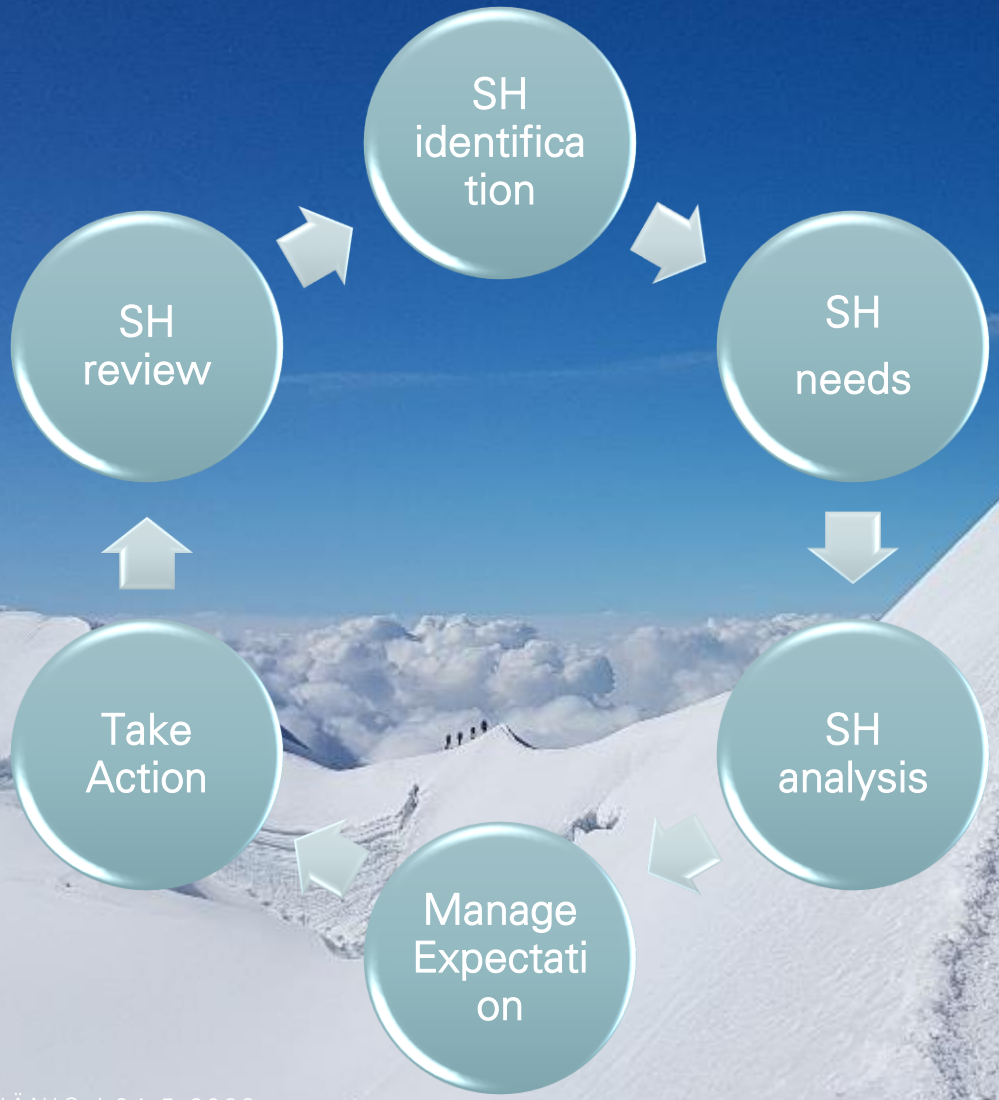
The heart of Project Management



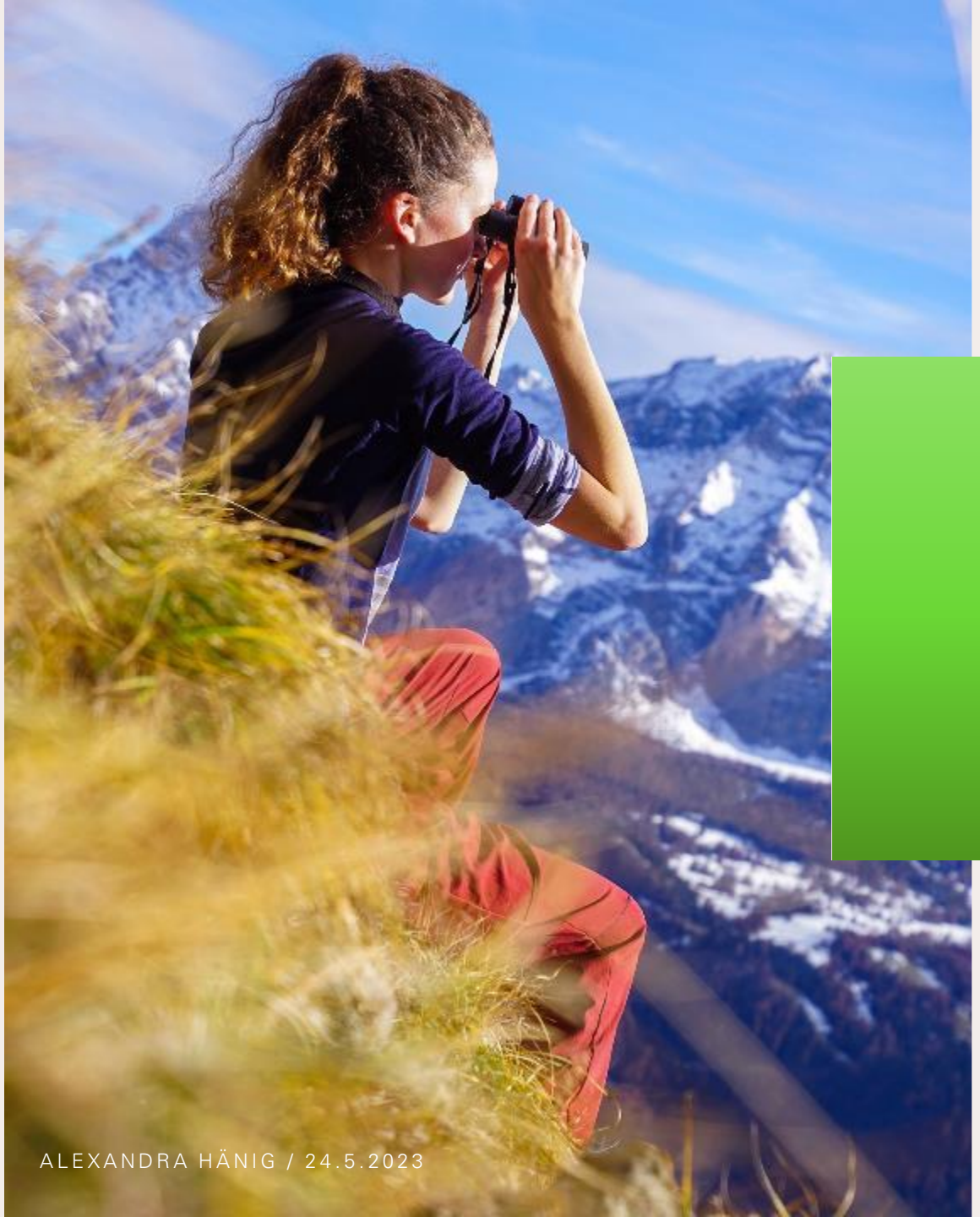
Timeline of Stakeholder Management



Stakeholder Management Process

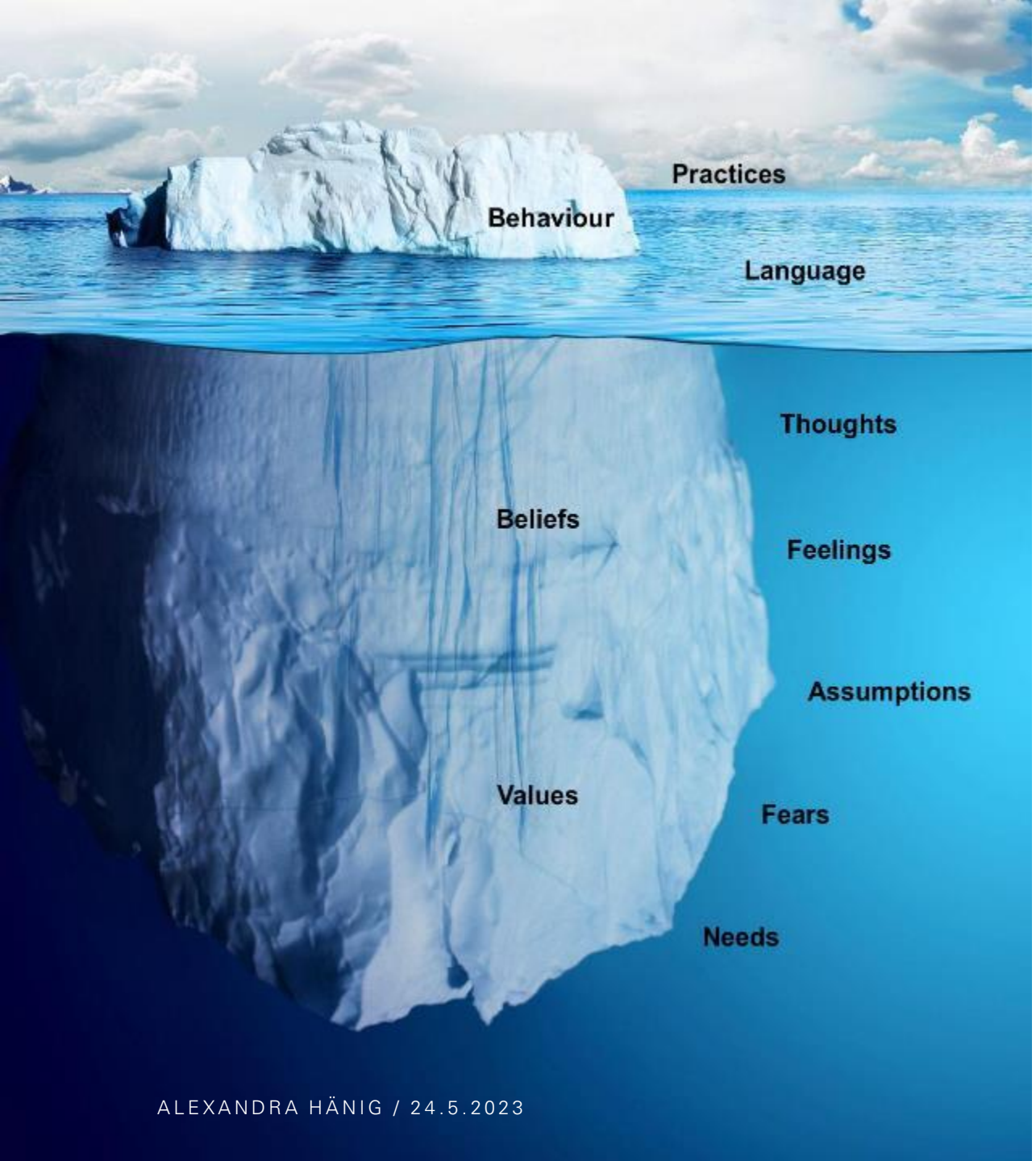


Vision



Believe in your vision

Effective communication



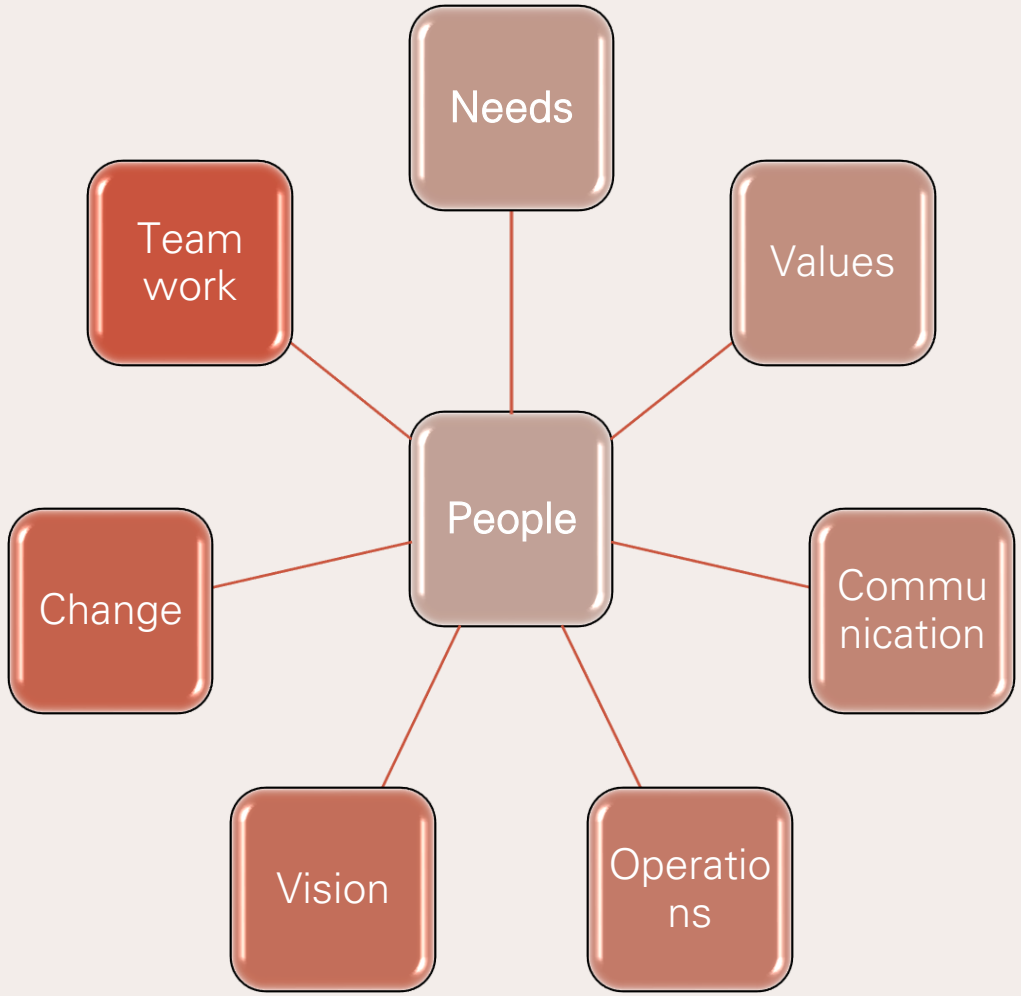
Communication is multidirectional.

Find matches in communication.

Listen to what they say.

Positions may change

Stakeholder management



Difficulties

- Identification is hard
- Wrong Communication methods
- Wrong power/influence - strategy
- Incorrect stakeholders groups.

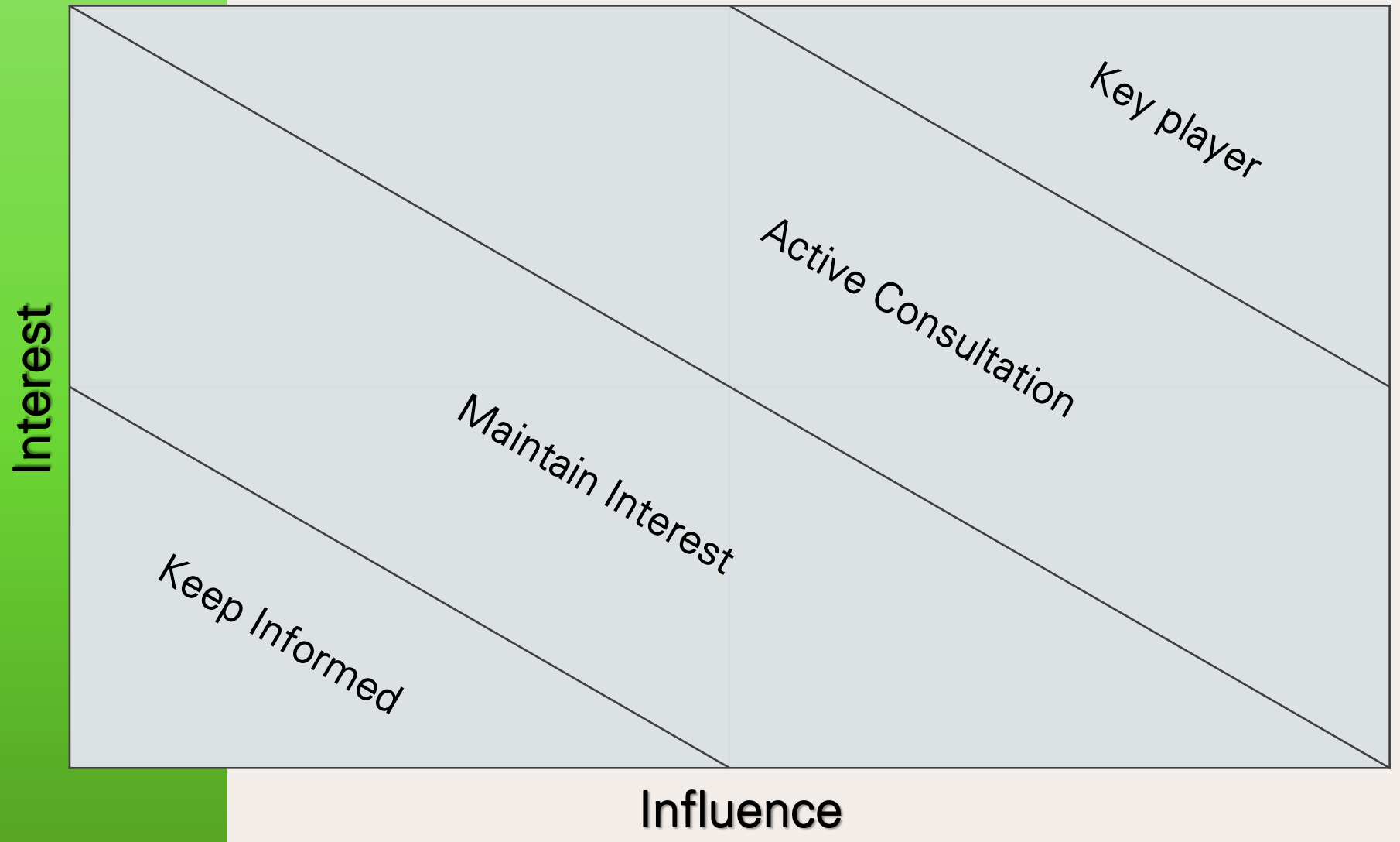
Ignore

- Risks stakeholders relation
- Goal stakeholder relation
- Stakeholders influencing each other
- Misunderstand needs

Projects change the live or others

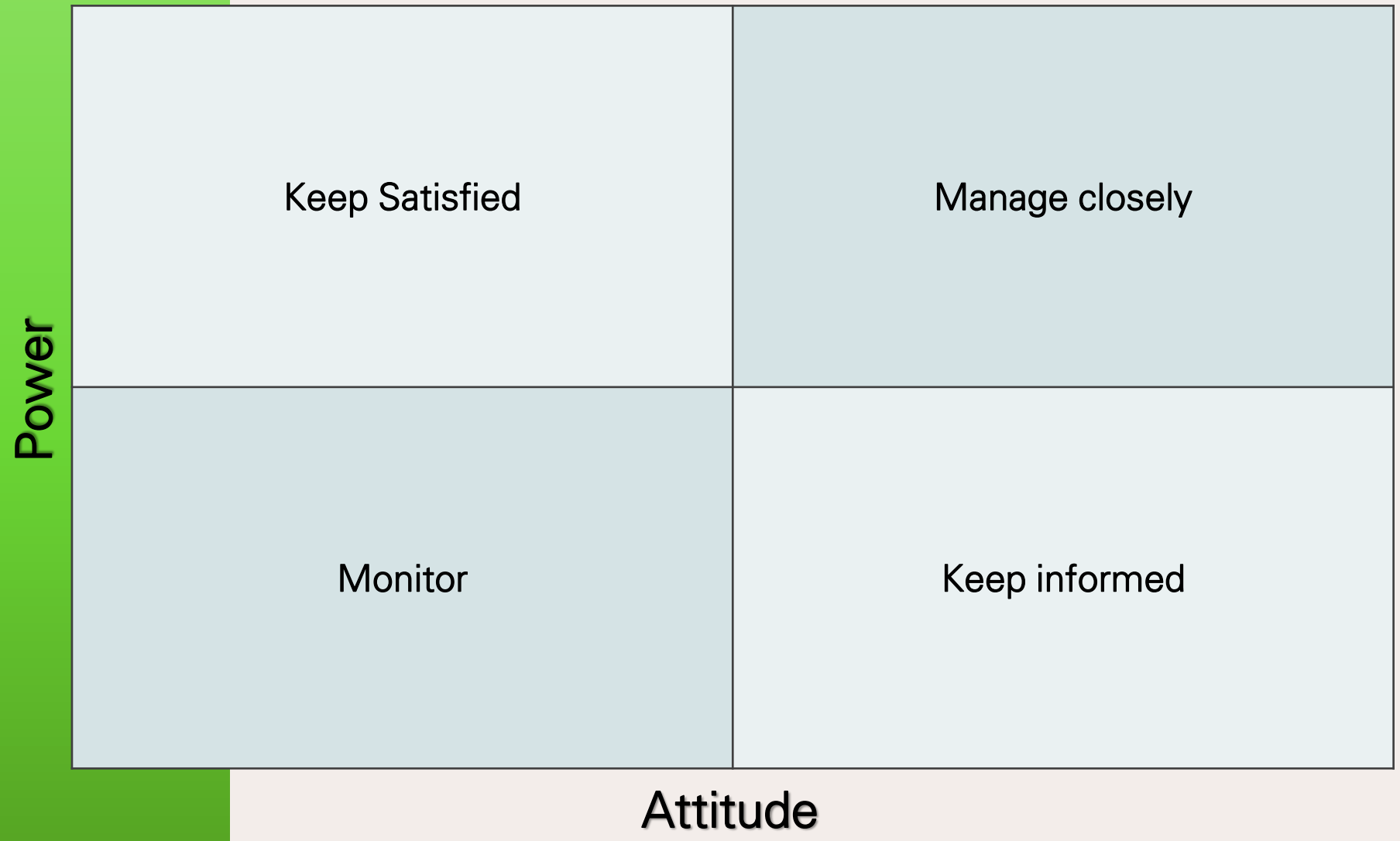
Possible
Don’t be afraid of fear!

Stakeholder evaluation



Influence/interest matrix suggested by the OGC
Source: Stakeholder matrix - key matrices for stakeholder analysis https://www.stakeholdermap.com/stakeholder-matrix.html

Stakeholder evaluation



Power interest matrix
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