



# You Thought You Were Getting What?

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Successfully managing the expectations of your stakeholders can mean the difference between success and failure for your project.

How do you complete a successful complex technology project while managing the expectations of your stakeholders?

Communications . . .

Communications . . .

Communications



# AGENDA

- ❖ Identify Stakeholders
- ❖ Understand Stakeholders
- ❖ Analyze Stakeholders
- ❖ Understand the Politics
- ❖ Encourage Involvement
- ❖ Active Communications
- ❖ Manage for Success



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# Identify Stakeholders

- ❖ Define:
  - ❖ Actively involved in project
  - ❖ Project will affect them (positive/negative)
  - ❖ They will affect the project (positive/negative)
- ❖ Internal Stakeholders
- ❖ External Stakeholders
- ❖ Engage Stakeholders
- ❖ Begin building channels of **Communications**

# Understand Stakeholders

- ❖ Define Stakeholder expectations
- ❖ Translate expectations into requirements
- ❖ Prioritize requirements
- ❖ **Communicate** requirements to gain consensus
- ❖ Align requirements between Stakeholders
- ❖ Document / **Communicate** requirements progress

# Analyze Stakeholders

- ❖ Define Stakeholder involvement
- ❖ Translate involvement into impact
- ❖ Prioritize impact
- ❖ **Communicate** impacts to gain consensus
- ❖ Develop mitigation strategies
- ❖ **Communicate** mitigation strategies to gain consensus
- ❖ Document / **Communicate** mitigation strategy changes

# Understand the Politics

- ❖ Identify goals Stakeholders have outside of project
- ❖ Translate goals into impact
- ❖ Prioritize impact
- ❖ Develop mitigation strategies
- ❖ Example: **Manager seeking a promotion wants the project complete on a specific date . . .**

# Encourage Involvement

- ❖ Develop roles / responsibility matrix
- ❖ Create working groups:
  - ❖ Technical
  - ❖ Operational
  - ❖ Training
  - ❖ Governance / SOP
  - ❖ Finance
- ❖ Active **Communications** via collaboration platform



# Active Communications

- ❖ Develop collaboration platform
- ❖ Utilize collaboration platform consistently
- ❖ Conduct working group meetings consistently
- ❖ **Communicate** project decisions / changes promptly
- ❖ Publish project briefings consistently
- ❖ **Communicate** consistently and frequently

# Manage for Success

- ❖ Invest your time in:
  - ❖ **Understanding** your stakeholders
  - ❖ **Aligning** their expectations / requirements
  - ❖ **Prioritizing** / **mitigating** impacts
- ❖ Establishing active communications
- ❖ **Communicating** consistently and frequently
- ❖ You are now positioned for **SUCCESS!**

# THANK YOU

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Communications & Technology Advancement