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Stakeholder management can help deal with your project problems.

Project Agency has analysed on our project management courses (see <http://projectagency.co.uk/our-services/project-management-course>) that stakeholder^① management issues account for around 50-60% of project management 'problems'. These problems link closely to project risks and dealing with these problems early in the life of the project can really support project delivery.

This brief document should help you:

- identify who the key stakeholder are
- develop some thinking on how best to manage them
- look at the potential risks to the project or that stakeholder
- look at what you need from the stakeholder

Some hints and tips:

1. Ensure you carry out stakeholder analysis all the way through the project
2. Use the next review as the date to review progress – some people do not do this
3. Ensure that you engage with your stakeholders however be aware you could raise false expectations – in other words be honest!
4. The project manager should take overall responsibility for this process to happen though may delegate to others
5. You may want to involve the sponsor who can help identify 'political' stakeholders

Good luck with your stakeholder management. Do let us know how you get on with this template. Send an email to events (at) projectagency.com

①stakeholder – a person who has an interest in the project OR will be affected by it

