Stakeholder Engagement Project Resources
Pattern Ref. No. [P0008]
[Stakeholder Identification Across Complete Lifecycle]

Our Patterns are observed, repeated behaviours that affect stakeholder engagement	
Memorable Name:	Stakeholder Turnover and Late Entrants
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Date originally posted (YYMMDD)	09-03-2015
Pattern Reference no.	(e.g. P0008)
Linkages with SE principles:	(e.g. 1, 2, 3, 4, 5, 10)
Key Words:	Stakeholder, Identify, Changes, Communication, Plan
Subject Terms:	
Cross references with Tools:	

Context *[In one or two sentences, capture the following: sector, budget, duration, number of employees directly involved and project life cycle phase.]*

General problems, but especially within MOD and when experiencing high churn rates in commercial or government organisations. There is also an issue with 'late show' stakeholders and changes of stakeholder type.

Problem *[In a few sentences summarise the <u>repeated behaviour</u> impeding stakeholder engagement]*

1. Stakeholder identification difficult at initiation of projects or programmes.

2. Ability to identify stakeholder changes ether 'type' change or physical personnel change.

3. Difficult to plan for changes and adapt project storyboard.

Intervention(s) *[Was/were there (an) intervention(s) to address the problem? If so, what was done?]*

1. Initiate 'kick-off' workshops, lists, templates, role play

2. Regular check points, reviews, cross checks by PMO of organisation charts. Linked to project method/process.

3. Account Management more closely linked to Programme and Project Management in terms of Stakeholder Management.

4. Stakeholder and Communication Management plan owned by the PM and updated every 'x' months (PROMPTS)

V1.0
Date of this version: (YYMMDD):

Outcome(s) *[What was/were the result(s) of the intervention(s)?]*

1. Reduce issues and risks via better stakeholder management

2. Increase chance of benefits realisation

3. More time for PM to 'manage' the project and the whole stakeholder community correctly.