Goskills

Managing Project Stakeholders: Influencing for Project Success

GoSkills online course syllabus

Skill level
Beginner

Lessons
17

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Pre-requisites
No prior experience needed

Video duration
49m

Estimated study time
49m 30s

Instructor
Jordan Moomau

Introduction

1 Managing your project stakeholders
Stakeholders are one of the most crucial components to a project being successful, so it's necessary you do what you can to engage them in your projects.

What is a Stakeholder?

2 Defining your stakeholders
When you know who your stakeholders are, you familiarize yourself with an audience and can easily recognize what you're accountable for.

3 Identifying stakeholder placement
When you practice effective stakeholder management, you're creating value for people and helping them be more effective.

Types of Stakeholders

4 Categorizing your stakeholders
The Stakeholder Placement Chart is a powerful tool you can use to classify your various stakeholders.

High-Power and High-Interest

5 Champions vs. adversaries
High-power and high-interest stakeholders are the most important group to manage.

6 Gauging interest over time

Since these stakeholders hold the most influence, it's important that you have a good hand over their interest levels in the project.

7 Tools for management

As your project progresses, you'll need to take steps that keep these individuals informed and happy with the project outcomes.

High-Power and Low-Interest

8 The gatekeeper or the wall

If a stakeholder is high-power but low-interest, they pose a dangerous risk to your project.

9 Influential, not interested

Individuals in positions of power who aren't particularly invested in your project play a unique role.

10 How to influence

When you're able to successfully influence those who also have high-power, you ultimately satiate their interest in the project.

Low-Power and High-Interest

11 Rallying supporters and reducing critics

Being able to identify how your stakeholders work best in relation to your project allows you to cater your approach to them.

12 Interested, but not influential

When you can identify the people who are most interested in your project, you can better keep these stakeholders informed and excited about your project.

13 Considering factors of influence

There are several best practices that can help you keep this type of stakeholder engaged without paying so much attention to them that it detracts from the project.

Low-Power and Low-Interest

14 Low touch, not no touch

Your low-power, low-influence stakeholders are the easiest relationship for you to manage.

15 Identifying stakeholders by sorting the differences

If you can effectively identify who these stakeholders are, you're able to pay more attention to players who might be more important to engage.

16 Keeping them loosely informed

One of the most effective strategies for working with them is to keep them loosely informed, and there are a couple ways in which this goal can be achieved.

Conclusion

17 Influencing for success

Thanks for watching this course!

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