

Stakeholder Management Plan

Identify Stakeholders.

Key objective is to establish who the main project Stakeholders are and to manage the influence and expectations they have for the duration of the project. Consulting with Stakeholders to build a working relationship in the early stages of the project establishes rapport, boundaries and trust.

The following tables are designed to help reduce Stakeholder negative influences over the project.

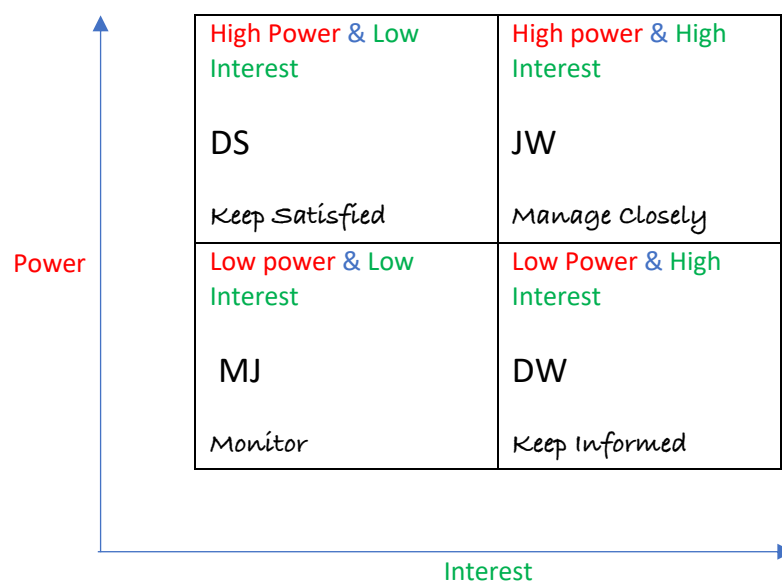
It is the Project Manager's responsibility to manage and update all data related to this management plan.

Stakeholder	Title	Role	Power (H/L)	Interest (H/L)	Requirements	Concerns
Jo Webber	Owner	Sponsor	H	H	Approval progress claims	Delays in payment
Dean Webber	Owner	Sponsor	L	H	Approval progress claims	Delays in decision making
Dale Sargent	Engineer	-	H	L	Project Design	Over designed specification
Martin Jones	Private Certifier	-	L	L	Staged inspections	Non conformance

Having established that some stakeholders have a higher influence over the job than others determines the amount of perceived management time and resource for each stakeholder.

The following matrix demonstrates which of the Stakeholders will require more effort to manage than others.

As the project progresses and evolves, these templates will need to be re-visited and up dated to reflect the current project status.



Stakeholder Communication.

As each Stakeholder has different levels of influence, methods for which information can be communicated to each Stakeholder will also differ. Establishing a communication plan will help to understand the requirements and frequency for informing each stakeholder on the project's progress and on-going issues.

Stakeholder	Engagement effort	Owner	Communication method	Frequency
Jo Webber	Manage closely	Project Manager	Verbal on site meetings, emails and phone calls	Daily and weekly site meetings
Dean Webber	Keep informed	Project Manager	Verbal on site, phone calls	Daily and weekly site meetings
Dale Sargent	Keep satisfied	Project Manager	Email correspondence	As required
Martin Jones	Monitor	Project Manager	Phone calls	As stages finish

Risk Analysis.

Some Stakeholders are willing to hand over control and work with the project manager while other Stakeholders have their own agenda and goals. A Stakeholder with their own agenda can be a negative force working against the project deliverables and slow down decision making and project progress.

Addressing and putting aside individuals agendas early on in the project is advantageous and by understanding each Stakeholder's interest and concerns the Project Manager can adopt a more proactive project management approach.

To determine each Stakeholders level of engagement we may ask ourselves the following questions.

What does this stakeholder need?

What expectations does this stakeholder have?

What is this stakeholder's greatest concern?

What is needed from this stakeholder?

What is the risk if this stakeholder is not engaged?

Should we monitor, keep informed, keep satisfied or manage closely?

The following details the level of engagement for the project Stakeholders.

Stakeholder	Current engagement level	Desired engagement level	Priority	Action plan
Jo Webber	Leading	Leading	Critical	Communicate regularly on progress, be up front
Dean Webber	Resistant	Supportive	Critical	Support towards Jos decisions.
Dale Sargent	Supportive	Supportive	Medium	Conformance to specifications/plans
Martin Jones	Neutral	Supportive	Low	Inspections as construction progresses.

Use of this level of planning and management improves the project team's Communication methods, Interpersonal skills and develops better project management outcomes.