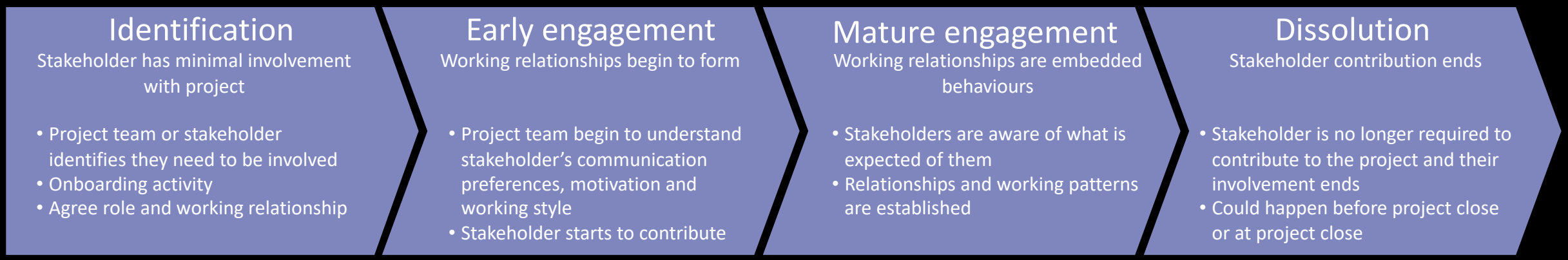


QRC Stakeholder engagement

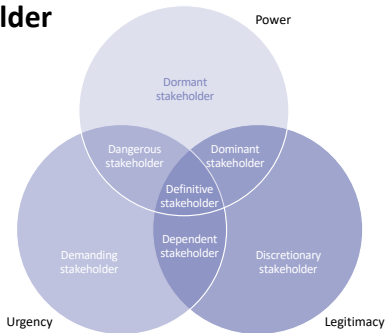
Based on Engaging stakeholders on projects, QRC by Henny Portman, Dec'2020

Stakeholder life cycle

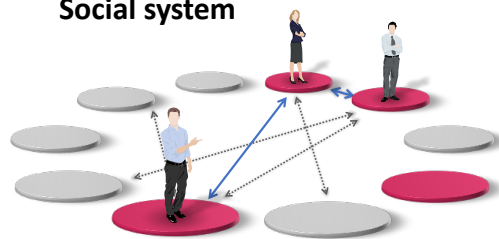


Engagement = understanding + action + influence

Stakeholder saliency model



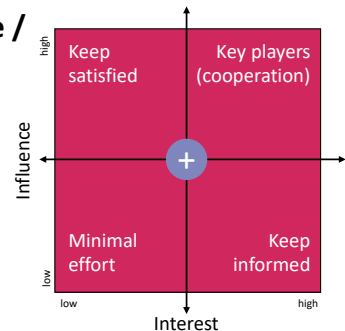
Social system



Stakeholder engagement modelling

		Current and desired engagement level			
		Resistant	Indifferent	Supportive	Proactive
Stakeholder	Stakeholder A		→		
	Stakeholder B			→	
	Stakeholder C			→	
	Stakeholder D			→	

Influence / interest matrix



Engagement techniques:

- expectation mapping
- concerns mapping
- personal contacts notebook
- using others
- celebrating success
- active project marketing
- actively seek input
- using informal opportunities

Running successful meetings:

- group discovery sessions
- kick-off meetings
- requirements elicitation meetings
- status meetings
- problem-solving meetings
- workshops
- retrospectives
- lessons learned meetings
- project closure meetings

Engage resisters:

- don't be difficult to work with
- be realistic with your expectations
- acknowledge you've notice
- listen
- ask for their help and thank them
- go via a gatekeeper
- don't make things worse
- persuade with data and stories
- escalate
- ignore them

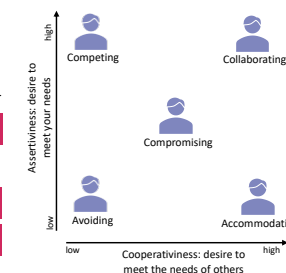
Communication

With whom, about what, How?

Engagement modes



Thomas-Kilmann conflict mode instrument



Addressing conflict model

