PRINCE2® Poster Series #11
Stakeholder Engagement

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Good e-Learning

What is Stakeholder Engagement?

Stakeholder engagement is the process of identifying and communicating effectively with all the project's stakeholders, i.e. people or groups who have an interest or influence on the project's outcome.

What is a Stakeholder?

A stakeholder is any person or group that can be affected by the project or have an effect on the project. This includes the Project Board and the Project Team, the end users, internal departments, external bodies and others that may benefit from or be negatively affected by the project.

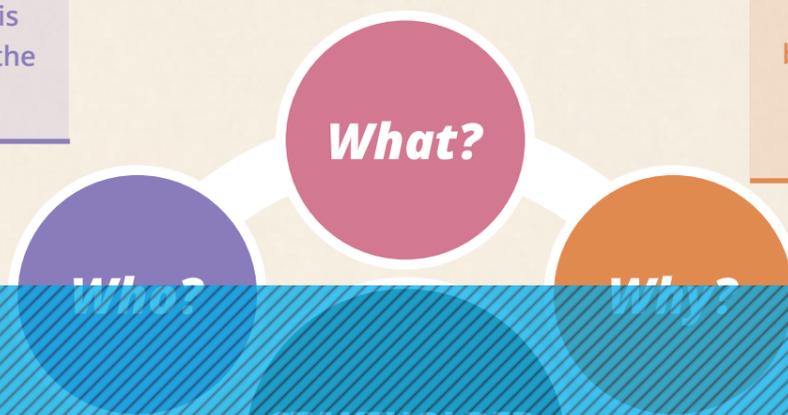### Who is Responsible for the Communication Management Strategy?

The Executive is responsible for approving the Communication Management Strategy, along with the Senior User and Senior Supplier. The Project Manager is responsible for documenting it during the "Initiating a Project process".

Why is Stakeholder Engagement Important?

Effective communication with key stakeholders is essential to the project's success. Projects aren't purely mechanical but are made up of people who need to be engaged and communicated with. Lack of stakeholder engagement is one of the biggest reasons for project failure.

What?

Who?

Why?