

PRINCE2® Poster Series #11

Stakeholder Engagement



by Susanne Madsen

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.

Who is Responsible for the Communication Management Strategy?

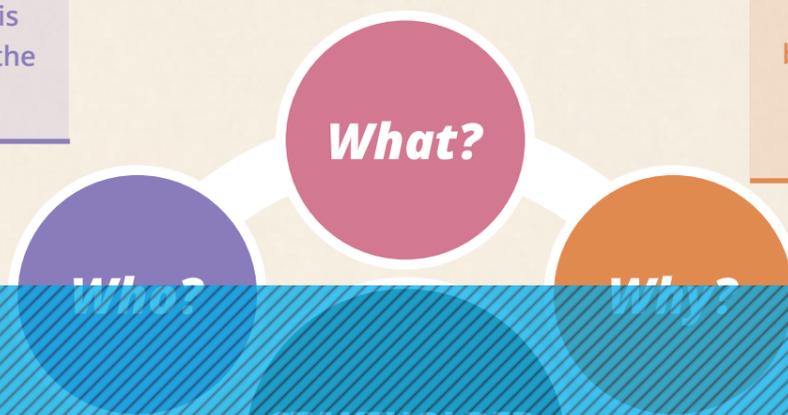
The Executive is responsible for approving the Communication Management Strategy, along with the Senior User and Senior Supplier. The Project Manager is responsible for documenting it during the "Initiating a Project process".

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.

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.



How is Stakeholder Engagement Done?

- Identify desired relationships
- Consult with stakeholders on their communication needs
- Clarify key objectives
- Determine desired outcomes from successful communications
- Define the communication management strategy

Where is the Stakeholder Engagement Strategy Defined?

The Communication Management Strategy (CMS) is the document that defines the types, times and frequency of how communication activities will be done during the project. The CMS should comprise details of how the project management team will send information to, and receive information from internal and external parties involved with the project.

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