

Fran Bodley-Scott

Effective stakeholder engagement in practice

One of the APM's "10 Key Principles of Stakeholder Engagement" is "Consult Early and Often". Project Initiation is the stage when key information is gathered, and decisions made about the work that needs to be done. Without effective engagement and consultation with stakeholders, project plans will be built on assumption or incomplete information, increasing the risk of failing to meet expectations or deliver what is really needed.

What does this mean in practice?

In this participative workshop, we will look at some of the key questions you need to think about when planning stakeholder engagement for your project. Why do we need to do it, who do we need to engage with, what do we need to achieve, when should we engage with them, and how might we do it? Participants will be able to share ideas and learn about different approaches, tools and resources available to help plan and engage with stakeholders.

Fran Bodley-Scott is a specialist in stakeholder engagement and customer loyalty. She brings a wealth of experience from a career spanning engineering, marketing, project management and business development in a range of industries including manufacturing, IT, telecoms, professional services, energy and transport.

Her company, Marketing In Control Ltd, helps teams and organisations to improve performance by using influencing strategies to sustain key relationships with stakeholders and customers.

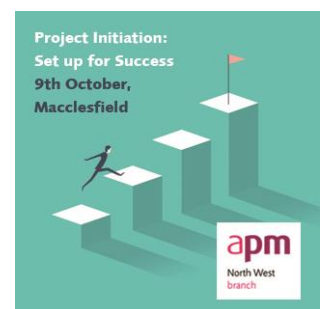
Fran is a volunteer and member of the Stakeholder Engagement Focus Group, which is part of the APM People SIG (Specific Interest Group).



APM Project Initiation: Set up for Success

Building high performing teams

Scope definition and requirements capture



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