Stakeholder Engagement Resources
from the Stakeholder Engagement Focus Group

Useful Links Update – November 2018

This month we look at stakeholder relationship from the perspective of soft skills and developing relationship in a number of different ways, with different techniques using different media.

Events

The presentation of presentations

APM Midlands branch - Peter Taylor. Coventry

On 13 December Peter Taylor, in this 'presentation of presentations', explores the rights and wrongs of good presentations along with how to prepare for that all important event. With a few simple lessons taught through the medium of presentation, the audience will take away some great ideas for improving their own technique and avoid 'death by power point' which is definitely not the outcome. Peter is author of the Lazy Project Manager.

Blogs

A Simple Way to Develop Interpersonal Skills for Project Managers

This blog is hosted by online pm courses. In this article, Donnie MacNicol introduces us to interpersonal skills for project managers. Donnie is one of the UK's leading experts in developing project leadership capability. He uses the latest cultural, organisational, and behavioural thinking in his work. Good interpersonal skills are an important skill in developing good stakeholder engagement capabilities.

Articles

How important are stakeholder relationships?

Paul Miesing explores this question. The importance of organisational-stakeholder relationships has and continues to be of interest in the organisational studies literature. The relevance of this topic is even greater given the governance failures involving Enron, Tyco, and WorldCom. Indeed, an excessive emphasis on stockholders is blamed for the neglect of other legitimate stakeholder

groups. We should acknowledge that the central focus of studying any organisational relationship is the establishment, development, and maintenance of relationships between exchange partners (Morgan & Hunt, 1994). This study investigates the determinants of stakeholder relationship importance and the role it plays in determining whether relationships will continue. For managers, these results suggest that an organisation's ability to develop and maintain strong relationships with their salient stakeholder groups improves the chance that relationships will continue.

Research Paper

Engaging stakeholders through social networking: How non-profit organizations are using Facebook

Since social networking sites, such as My Space and Facebook, began allowing organisations to create profiles and become active members, organisations have started incorporating these strategies into their public relations programming. For-profit organisations have used these sites to help launch products and strengthen their existing brands; however, little is known about how non profit organisations are taking advantage of the social networking popularity. Through a content analysis of 275 non profit organisation profiles on Facebook, this study examines how these new social networking sites are being used by the organisations to advance their organisation's mission and programmes. Solely having a profile will not in itself increase awareness or trigger an influx of participation. Instead careful planning and research will greatly benefit non profits as they attempt to develop social networking relationships with their stakeholders. Pages 102-106.

Books
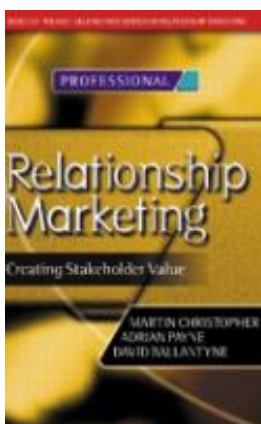
Relationship Marketing

Relationship Marketing: Creating Stakeholder Value extends the analysis of the change in the marketing rationale, from a crude concern for increased market share to a strategy aimed at creating long-term profitable relationships with targeted customers.

Relationship Marketing: Creating Stakeholder Value is a seminal text for all students and managers in the field. With new up-to-date case materials and examples of best practice, the book covers all the stakeholder markets - employees, suppliers, influencers, customers and consumers - for which the relationship approach is critical. It also provides crucial advice on how to develop, integrate and implement the various strands of a successful relationship strategy.