

Useful Links Update – February 2017

“Useful Links Update” is a regular update produced by the Stakeholder Engagement Focus Group, part of the APM People SIG. The aim is to share links to tools, developments and forthcoming events that may be of interest or help to address your stakeholder engagement questions.

If you have a stakeholder related event or publication that you would like to share, please contact us: SEFG@apm.org.uk

[Event: "Dealers In Hope - Project Leadership"](#)

8th February, Oxford: Leadership is frequently cited as one of the most important contributing factors in high performing projects. This APM event explores the nature of project leadership, the importance of clearly articulating the project vision and project benefits, and the challenges of stakeholder engagement and benefits realisation. The event is being organised by the APM Thames Valley Branch. More details are available on the APM website.

[Training: Stakeholder Engagement Management](#)

14th February, London: This two day workshop provides an introduction to managing stakeholders. The course is being run by Orbital Training& Consulting Ltd who focus on Lean Thinking, Six Sigma Certification, Continuous Improvement, Leadership skills, Project Management, Communication Skills, Change Management, Negotiation Skills, and Crisis Management. More details on their website.

[Event: "A View from the Customer and Supplier"](#)

28th February, Bristol: MetroBus is an innovative joint venture between Bristol, North Somerset & South Gloucestershire Councils and one of the largest infrastructure projects in the West of England region. This APM event provides an opportunity to see a project through the eyes of two key stakeholders - the project sponsor and contract manager. More details on the APM website.

[Research: Stakeholder-Based Management in Project Success](#)

This research paper evaluates the impact of six key stakeholder attributes on project success, together with their mediating effects via five managerial processes. The research proposes two frameworks that facilitate managing stakeholders in a project environment.

Books: Stakeholder Engagement

Two books published in 2015 by CRC Press address stakeholder engagement and communication management within projects and programs[sic]:

- [“Making Projects Work: Effective Stakeholder and Communication Management”](#) by Lynda Bourne considers the stakeholder related factors that influence project outcomes, and considers communication strategies for developing and maintaining successful relationships with stakeholders.
- [“Stakeholder Engagement: The Game Changer for Program Management”](#) by Amy Baugh focuses more on activities that engage stakeholders, and keep them engaged throughout the course of your program eg. through “performance metrics, effective meeting management and informal program governance”.

[Templates: Stakeholder Analysis](#)

This free online resource from MindTools Management Training & Leadership Training provides an introduction to stakeholder analysis with some basic tools for identifying and analysing your stakeholders.