

STAKEHOLDER ENGAGEMENT RESOURCES

from the Stakeholder Engagement Focus Group

July 2019 Update

Introduction

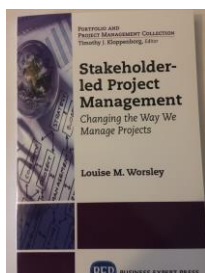
In this month's "NewSE Bites" we look at a number of books and articles that deal with Stakeholders. The first three were written by **Louise Worsley** and **Chris Worsley**, both of whom have extensive experience in project and programme management. These books are easy to read, and each contain a plethora of useful information. We've also discovered a book that deals with being a Project Motivator.

In addition, this month's edition covers articles on Stakeholder Analysis and Stakeholder Management. Two distinct articles on how to approach project stakeholders.

Stakeholder Engagement is both an art and a science and one that we ignore at our peril.

Books

Stakeholder-led Project Management:



By Louise M. Worsley

"This book provides a stakeholder-centric analysis of projects and explains which engagement models are relevant to different types of projects – from simple office moves to IT enterprise changes, to transformational change of a business and to complex social development."

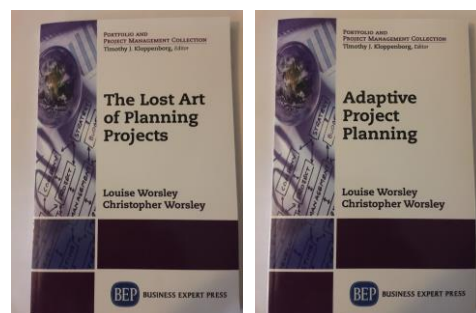
Originally published in 2017, many of the core concepts and models are worth reminding ourselves about.

The Lost Art of Planning Projects: & Adaptive Project Planning

By Louise Worsley & Christopher Worsley

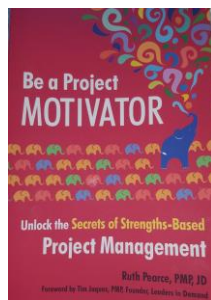
"Purposeful planning is what ensures that the executive actions undertaken remain connected to the goals and outcomes expected by the stakeholders."

These two books together address not only the discipline of planning a project, but also the role of stakeholders in the planning process. As the authors say, stakeholder management, leadership and communications are often cited as critical skills for project managers. In looking at the challenges of planning a project, these books provide reasons why.



Be a Project Motivator

By Ruth Pearce



“Transform your team from being tired and dispirited to being motivated, engaged and committed to succeed!”

According to the authors project managers have super-powers to influence without direct authority and build effective teams. This book is about where to find strengths that will engage, motivate and make things happen.

Events

- **APM CPD event: Become a blackbelt negotiator**
9 July, Southampton
- **APM CPD event: Emotional Intelligence in a Digital World**
23 July, Derby
- **Training course: A guide to successful stakeholder management**
10 September, 09.15 – 16.15, London, Understanding Modern Government
- **Diversity Delivers – APM Women in Project Management Conference**
26 September 2019, London
- **APM Project Management Awards**
18 November 2019, London

Articles

▪ Stakeholder Analysis

Research into Health policy & planning

This paper provides guidance on how to do a stakeholder analysis, whether the aim is to conduct a policy analysis, predict policy development, implement a specific policy or project, or obtain an organizational advantage in one’s dealings with other stakeholders. Using lessons learned from an analysis of alcohol policy development in Hungary, it outlines issues to be considered before undertaking the stakeholder analysis concerning the purpose and time dimensions of interest, the timeframe and the context in which the analysis will be conducted.

▪ Stakeholder Management

Authors: B Payne & Adrienne Watt

“Key stakeholders can make or break the success of a project. Even if all the deliverables are met and the objectives are satisfied, if your key stakeholders aren’t happy, nobody’s happy.”

This is a chapter extracted from an open-source text book “Project Management”.

ABOUT

“NewSE Bites” (pronounced Newsy Bites) provides bite-sized news about stakeholder engagement resources. It is published monthly if possible and produced by volunteer members of the APM People Specific Interest Group (SIG). As well as highlighting upcoming events, we try to find relevant online and offline publications for your reference. We very much hope that this edition of NewSE Bites proves beneficial for you.

CONTACT

What do you want to know about Stakeholder Engagement? Please give us your feedback about NewSE Bites.

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