

# STAKEHOLDER ENGAGEMENT RESOURCES

from the Stakeholder Engagement Focus Group

August 2019 Update

## Introduction

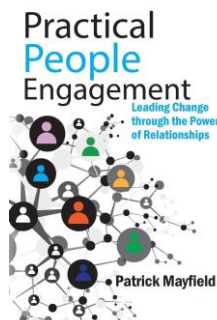
In this month's "NewSE Bites" we look at a number of resources ranging from books, articles and videos all articulating the need to engage with Stakeholders across different industries and domains. There is a video regarding stakeholders associated with journalism and an article referencing the importance of recognising and engaging with SRO within government.

*"Stakeholder Engagement is both an art and a science which includes the use of many skills ranging from strategic thinking to soft skills; productive personality traits that characterise one's relationships in a milieu. These skills can include social graces, communication abilities, language skills, personal habits, cognitive or emotional empathy, time management, teamwork and leadership traits".*

## Books

### Practical People Engagement: Leading Change Through the Power of Relationships

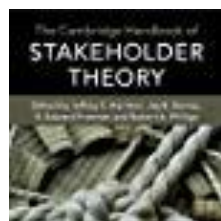
Author Patrick M. Mayfield



From research into high performers and from his own experience, Patrick Mayfield concludes that many of us leading change have prioritised and focused on the wrong things. Great change leaders understand this. Could their focus and different behaviours be the reason for their achievements? Patrick believes the evidence has been 'hiding in plain sight'.

Originally published in 2013, Any project needs to put significant effort into the way team members communicate but the most successful of those will also employ many of the tips to communicate most effectively with all who should be involved.

### Stakeholder Theory



Author By Jay B. Barney, R. Edward Freeman, Robert A. Phillips & Jeffrey S. Harrison

The introduction to stakeholder theory, views firms in terms of their relationships to a broad set of partners, the stakeholder approach has drawn increasing attention as a model for ethical business. Edited by Freeman, alongside other leading scholars in stakeholder theory and strategic management, this handbook provides a comprehensive foundation for study in the field covering some of the most important topics in stakeholder theory written by respected and highly cited experts.

Published 9 May 2019

## Events & CPD

- **Stakeholder Management Essentials**  
Next available date: Contact for info - London
- **Corporate Social Responsibility – Stakeholder Management and Engagement**  
22 August 2019, London
- **Stakeholder Management - Knowledge Energiser**  
Nationwide, Enquire for details

## Articles

- **Strategic Engagement**  
Here you'll find some suggested ways to build your strategic engagement skills. These include relevant books, useful websites and resources, and GCS Aspire courses. Specific areas for development within this capability include: building and maintaining relationships with influential individuals and organisations, listening/gathering insight, encouraging advocates, building awareness and coordinating/delivery stakeholder activities
- **Winning a seat at the table - Do your stakeholder's buy-in to your part of the business?**  
Author: Julia Steel  
What has surprised me since it was published however, is that the challenges we face as leaders with buy-in run much deeper than any program or project that I have led. I regularly hear from leaders in IT, security, finance, HR, legal, procurement and risk, who are struggling with a lack of stakeholder support on a daily basis. Not just with their programs and projects, but with a lack of buy-in to their broader functions too.
- **Emotional Intelligence - 10-Tips to Master**  
Author: Stephanie Overby  
Psychologists Peter Salovey and John D. Mayer conjured up the term "**emotional intelligence**" (EI) in 1990 to describe a form of social intelligence that includes "the ability to monitor one's own and others' feelings and emotions, to discriminate among them, and to use this information to guide one's thinking and action." In his 1995 best seller, **Emotional Intelligence**, Daniel Goleman argued that EI, in fact, outweighed cognitive intelligence as the best predictor of business success.
- **Clarifying the Role of the Senior Responsible Owner**  
Author: Fiona Spencer  
Leadership with clear accountability is a critical factor in whether or not a major project is delivered successfully. And there's no role more critical than that of the senior responsible owner, or SRO. So being clear about what the role of SRO involves, and how it relates to other project leadership roles, is essential in setting up projects for success. And yet for the new SRO, the requirements of the role can sometimes seem bewildering.

- **Ensuring Effective Stakeholder Engagement**

Author: Department for Business Innovation & Skills

This presentation explains the that working with stakeholders isn't a one-off activity. It is an ongoing process. You need to keep your stakeholders involved and informed about what's going on. Stakeholder management must be a key part of any communications plan and this toolkit will help you and your teams put together effective plans.

## Videos

- **Stakeholder Engagement on the Safety of Journalists**

Date: July 2019

Information associated with stakeholders within Journalism.

- **Drawn Out PM: Plan Stakeholder Engagement**

Date: 9 February 2019

This whiteboard animation is one of the many different presentation styles used by The Crowd Training to deliver, explain, and prepare you for the 6th edition PMP exam. This animation explains the inputs, tools and techniques, and outputs of the Plan Stakeholder Engagement process in the Project Stakeholder Management knowledge area in the 6th edition of the Guide to the Project Management Body of Knowledge PMBOK published by the Project Management Institute PMI.

- **PM in Under 5: What is Stakeholder Management?**

Date: June 2017

Stakeholders will determine the success (or not) of your project. So you need to engage with them. Stakeholder Engagement - or more often known as Stakeholder Management - is one of the most important parts of Project Management. So what is Stakeholder Management, exactly? Here, Dr Mike Clayton, founder of <https://OnlinePMCourses.com> answers this question, in under 5 minutes.

## 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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