

STAKEHOLDER ENGAGEMENT RESOURCES

from the Stakeholder Engagement Focus Group

FEBRUARY 2020 Update

Introduction

In this month's "NewSE Bites" we have a mixed assortment of events, blogs and posts, research articles; also the recently published books which focus on communicating key skills for engaging and influencing stakeholders.

Do you have a saboteur stakeholder? – well there's a webinar to deal with that. Seeking tips on communication and influencing? – we list three recently published books. NewSE Bites gives you a taste of the latest developments in stakeholder engagement.

Events

- **Where are your project saboteurs? webinar**
presented by Dion Kotterman
Date: 3 March 2020. **Time:** 12:30-13:30
Venue: Online
- **Difficult Stakeholders**
presented by Professor David Bryde
Date: 9 March 2020. **Time:** 18:00-20:00
Venue: RSM, 14th Floor, 20 Chapel Street, Liverpool, L3 9AG
Free but booking required via Jim@livesay.uk.com
- **Stakeholders – engage or manage? You decide!**
confirmed presenter: Emma Fielding, QinetiQ
Date: 31 March 2020. **Time:** 13:30-18:00
Venue: Juniper and Medlar Rooms, The Hub, Open University, Walton Hall, Kents Hill, Milton Keynes, Buckinghamshire. MK7 6AA

Blogs and Posts

- **Stakeholder engagement: A bright new future for Corporate Governance**
This blog looks at when and how stakeholder engagement can be used in corporate social responsibility (CSR) and also to meet organisational governance requirements. It outlines some fundamentals of stakeholder engagement to ensure it is meaningful.

Articles

- **We are nowhere near stakeholder capitalism**
This brief article explores the notion that stakeholder perspectives may be informing capitalism. It concludes its too premature to assume this though it applauds efforts at the CEO round table in Davos.

Did you see?

A catch up on things you may have missed...

A recent research paper on stakeholder engagement...

Organising external stakeholder engagement in inter organisational projects: Opening the black box. International Journal of Project Management, Volume 38, Issue 2, February 2020, Pages 85-98.

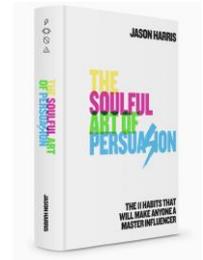
Highlights include:

- External stakeholders engagement is essential in interorganisational projects.
- Organising external stakeholder engagement in a way that adds value is challenging.
- We explored empirically how internal stakeholders organise external stakeholder engagement.
- Three organising solutions were identified based on governance, values and dynamism.
- We developed four propositions constituting a model of how external stakeholder engagement is organised.

Books

- **The Soulful Art of Persuasion: The 11 Habits That will make Anyone a Masterful Influencer**
Author: Jason Harris

A Wall Street journal bestseller that bills itself as a revolutionary guide to becoming a master influencer in the age of mistrust, through cultivating character building habits.



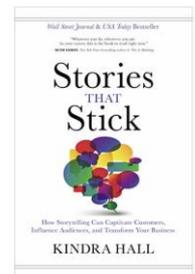
- **Five Stars: The Communication Secrets to Get From Good to Great**
Author: Carmine Gallo

Featured as the 'Book of the Month' by the Financial Times, this book is meant to assist your personal development journey and also provide tips for structuring storytelling to connect with others.



- **Stories that Stick: How Storytelling Can Captivate customers, Influence Audiences, and Transform Your Business**
Author: Kindra Hall (HarperCollins)

Another Wall Street journal bestseller. Acknowledging that stories are a great business tool it posits that taking control of your stories enable you to take control of your life.



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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