

## STAKEHOLDER ENGAGEMENT RESOURCES from the Stakeholder Engagement Focus Group

May 2020 Update

### Introduction

In this month's "NewSE Bites" we have a mixed assortment of events, blogs, research articles, plus a review of "Customer Relationship Management" by Stanley A Brown, which is absolutely full of stakeholder related material. The focus is on e-commerce, which has a timely relevance to these present times.

Meeting events have been superseded by webinars, and a number of these stakeholder related instances are suggested. NewSE Bites gives you a taste of the latest developments.

### Webinars

- **The Golden Thread: The regional picture**  
**Date:** Wednesday 6 May 2020. **Time:** 11:30-12:30  
APM's original 'The Golden Thread report' explored the contribution the project profession made to the UK economy. Following highly positive feedback and numerous requests, APM commissioned PwC to explore further the impact projects are making on UK regional development. In this session you will learn about both the original study, regional analysis and we will share some insights from our forthcoming study which explores a number of growth sectors for the project profession.
- **Responsible Project Management**  
**Date:** Tuesday 12 May 2020. **Time:** 11:30-12:30  
Projects impact society and the environment. Project managers increasingly have a responsibility to reduce harm, restore natural and social resources and to maximise the benefits to society of their projects. Responsible Project Management is a new concept that is emerging from collaboration between researchers and practitioners and aims to develop new competencies and support project managers in advocating for beneficial project outcomes. This will be an online event that is equally suitable for novice and experienced project managers, apprentices and students of project management.
- **Real world PM: maintain productivity whilst working remotely**  
**Date:** Wednesday 13 May 2020. **Time:** 12:30-13:30  
The Modern Workplace – Anything Anywhere Anytime; in this webinar Dan Scott will discuss the many solutions you should be considering using to ensure your teams are productive, collaborative and time efficient, and can work from anywhere on any

device, in a secure environment. The webinar will run for approximately 60 minutes, consisting of 30 minutes of knowledge share, concluding with a Q&A session.

## Blogs and Posts

- **Stakeholder Analysis: What is its purpose and the steps undertaken for it ?**  
Posted on 16/03/2020 by the Engagement Hub Team · Community Engagement.  
(By the way, this website has a host of other SE related material).
- **Engaging stakeholders during time of crisis.**  
Posted on 19/03/2020 by Tractivity.  
A quick reprise on key areas for attention:- mapping stakeholders, coordinating teams, feedback, communication and reporting. A good review of the necessities in these crisis times.

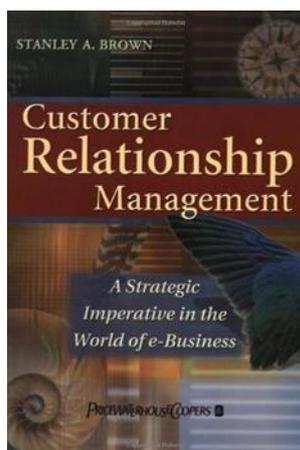
## Did you see?

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”, by Jere Lehtinen and, Kirsi Aaltonen. International Journal of Project Management, Volume 38, Issue 2, February 2020, Pages 85-98.  
External stakeholder engagement is crucial for delivering value to diverse stakeholders in inter-organisational projects, however, it is not straightforward to organise this in a way that adds value. The intra-organisational focus of previous research offers limited insights into the relevant roles, responsibilities, arrangements and activities in inter-organisational contexts. Moreover, comprehensive empirical studies of the phenomenon are rare. This study explicates how internal stakeholders organise external stakeholder engagement in inter-organisational projects. The findings have implications for project stakeholder management and mainstream stakeholder research.
- **Honesty is the best policy...**  
– a short article by Richard Young (Project, Spring 2020, page 48).  
Your stakeholders look to you to be honest – but business pressures are often “to be economical with the truth”. How to solve the dilemma.. Richard Young looks into the lessons, the fear, the blame game and the unhappy role of the messenger... unmissable.
- **Preparing for the worst case scenario ....**  
“Motivate and inspire your team – but also plan for what might go wrong; a short article by Mike Wild. (Project, Spring 2020, page 56). So how would you deal with a “Black Swan” event?.

## Books

***Customer relationship management “– a strategic imperative in the world of e-business” by Stanley A Brown, Price Waterhouse Coopers / John Wiley. (2000).***



Timely and so relevant to your ultimate stakeholders, your customers. Whilst the e-commerce world has moved on technically since 2000, the principles of how to engage with remote stakeholders remain true to this day.

This book contains many useful insights on Stakeholder Engagement, in useful sections. Topics of great relevance include:

- Relationship building and customer strategy
- Effective communication channels
- Channel management
- Creating loyalty
- Case studies on developing relationships
- Data warehousing and data mining
- Implementation steps

In all, this book is thoroughly useful towards many stakeholder –related activities and highly recommended as valuable reading.

## 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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