

STAKEHOLDER ENGAGEMENT RESOURCES

from the Stakeholder Engagement Focus Group

August 2020

Introduction

In this month's snapshot of stakeholder engagement resources, it's all about changing the way we engage with the people in our projects. "Lessons from Lockdown" is highlighting why we need to work differently going forward. We've found webinars, blogs and articles with ideas about how to do it: from how to listen more effectively and influence upwards, to influencing from a distance and the benefits of visualisation tools. And if you want to help design the future, take part in an APM student member's research project to improve virtual project team performance. There's plenty to get your teeth into!

Webinars

- **Real World Project Management Webinar - Strategizing for Success: 3 Key Visualisation Models to Use Before Project Kick-Off**

Date: Thursday 20 August 2020 **Time:** 12:30-13:30

"A clear, upfront understanding of risks, requirements and responsibilities is critical to any project's success. Linear tools, such as Gantt charts and spreadsheets, are ideal for detailed project management work. Visual tools, on the other hand, are ideal for big-picture or holistic thinking i.e. the kind of thinking required for a project's upfront strategic planning."

- **DISC Profiling and 'Unlocking the People Puzzle' for Project Professionals**

Date: Tuesday 1 September 2020 **Time:** 19:00-20:00

In this webinar brought to you by the APM Midlands Branch, project manager and coach Nigel Smith shares how you can 'modify to manage' your approach in your project interactions to get the best from you and everyone else.

- **Lessons from lockdown**

Date: Tuesday 8 September 2020 **Time:** 17:00-18:00

Over the past few months, project teams and stakeholders have had to change at a pace and scale that would not previously have been considered workable. This webinar is the culmination of the 'Lessons from Lockdown' blog posts published by the Major Projects Association (see below). The objective is to bring together a summary of the authors' findings and pose the question "where do we go from here?"

Blogs & Articles

▪ **Influencing upwards: How stakeholder engagement really works**

Author: Eddie Kilkelly, FAPM, ChPP, Project Leadership Specialist

Date: Friday 31 July 2020

Engaging with key stakeholders is critical for winning support and delivering results. But are we going about it the right way? In this blog post, Eddie provides a three step approach to influencing your key stakeholders.

▪ **Using visualisations to engage stakeholders in large-scale projects**

Author: Jonathan Whelan, Business transformation specialist

Date: Tuesday 28 July 2020

Visualisations – pictures, diagrams and models – can play a significant part in getting the diverse community of people in a project all on the same page. In this blog the author discusses how visualisations can help galvanise stakeholders, especially on large-scale projects.

▪ **Is your project a good listener?**

Author: Ann Pilkington, communication specialist, author of [Communicating Projects](#)

Date: Wednesday 22 July 2020

Good communication starts with an ability to listen. *“An organisation with processes in place to listen ... is going to experience better levels of engagement, advocacy, trust, innovation, resilience and learning.”* In this blog Ann shows how you can do it.

▪ **Lessons from Lockdown:**

Publisher: Major Projects Association

In this ongoing series, experienced project managers are considering the skills, competences and behaviours that the P3M community needs for the future. Using stories from lockdown, the authors glean insight about a range of topics including:

- [Influencing at a distance](#), by Dan Connors
- [Behaviour and Mindsets](#), by Wendy Shooter
- [Collaboration](#), by Ian Cribbes
- [Resilience](#), by Tim Lyons
- [Creativity and Innovation](#), by Vicki Griffiths

▪ **A data-backed approach to stakeholder engagement**

Publisher: McKinsey & Co

Date: Thursday 28 May 2020

Rather than using the standard stakeholder map, this blog author considers an alternative way to devise your engagement strategy based on mapping stakeholder voice and value.

Research Project

- **Invitation to participate: Research into virtual team communication**

Date: 7 – 21 August 2020

Are you a UK-based IT project manager with two years of experience managing virtual teams? If yes, then APM student member Viridiana Valdez needs your help. She has issued an invitation for APM members to participate in her MSc research project, which is aimed at improving project performance by developing communication principles specifically for virtual teams. The invitation is open for a limited time in August.

Contact Viridiana directly through the [APM Hub](#).

Case Studies

- **From resource to asset: Building a water-resilient Singapore**

Publisher: McKinsey & Co

Date: January 2020

This case study proposes three key factors for the successful delivery of ambitious development projects. Faced with unsustainable demand on fresh water resources, Singapore's leaders recognised the need to develop the city's infrastructure. But officials also recognised that waterways needed to be multifunctional residential, commercial and recreational assets to make the best use of another scarce resource - land. The public needed to be part of the dialogue and this shift towards integrating multiple objectives into the development programme enabled the government to further unlock the potential of environmental assets to increase the country's resilience.

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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