

## APM People SIG Stakeholder Engagement Focus Group Review of progress against 2016 / 2017 business case



### Business case purpose:

SEFG Activity Funding 2016 / 2017

### Strategic objectives:

In the previous financial year, an APM research grant enabled the SEFG to create a new section on the APM website on which to collate stakeholder engagement resources. The aim was to provide project managers (PMs) and the PM community with easy access to tools and methods that could help improve the chances of success for their projects and programmes.

In 2016/2017 the priority was to ensure that those resources continued to be developed in order to drive benefits not only for the project management community (as above), but also for the APM in terms of increasing traffic to the APM website by addressing perceived needs for information on this important yet under-served topic.

To meet this goal, there were a number of objectives for SEFG's 2016/2017 business plan:

- Sustain APM support for SEFG activities by:
  - o Changing the status of the SEFG from research project to 'business as usual'
- Continue development of the APM Stakeholder Engagement resources by:
  - o Retaining motivation and enthusiasm of SEFG members.
  - o Delivering website functional and content enhancements
  - o Attracting volunteers to the group
  - o Encouraging practitioners to contribute case studies to the stakeholder-engagement resources
- Encourage utilisation of the APM Stakeholder Engagement resources by:
  - o Raising awareness of the APM Stakeholder Engagement resources

### Implementation status:

| Objectives  | Tactics                                     | RAG Status | Output & Metrics  |
|---|---|------------|---|
| 1. Sustain support for Stakeholder Engagement Focus Group (SEFG) activities by changing the status of the SEFG from research project to 'business as usual' | Integrate the group into the APM People SIG | Complete   | SEFG is formally recognised by the APM as part of the People SIG<br>Two members of the SEFG team have been co-opted onto People SIG committee<br>People SIG committee chairman is a key contributor in SEFG monthly team meetings<br>People SIG 2016 AGM was integrated into the SEFG June 2016 event |

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| Objectives   | Tactics   | RAG Status   | Output & Metrics  |
|--|---|--|---|
| 2. Continue development of the APM Stakeholder Engagement resources by:            |   |  |   |
| ○Retaining motivation and enthusiasm of SEFG members.                              | Restart SEFG monthly team meetings to drive progress and sustain team cohesion  | Team meetings: ongoing   | Monthly team meetings alternate between conference calls and face-to-face meetings, which are usually held in Oxford.   |
| ○Delivering website functional and content enhancements                            | <p>Fix errors on the Stakeholder Engagement website</p> <p>Position as sub-pages of the People SIG pages.</p> <p>Establish links to the BoK</p> <p>Ensure content is accessible to non-APM members</p> <p>Desk research to identify additional research papers and material relating to practical models that can be used for stakeholder engagement by project managers</p> <p>Design an interactive element, subject to available functionality within the new APM web site</p> | <p>Fixing errors: ongoing</p> <p>Creating sub-pages: ongoing</p> <p>Creating links to BoK: ongoing</p> <p>Content accessibility: complete</p> <p>Desk research: transitioned to producing 'Useful Links' publication</p> <p>Interactive element: ongoing</p> | <p>Initial site bugs fixed. Activity will be ongoing as new content is designed and delivered</p> <p>Sub-pages of People SIG community page: to be integrated into APM Community pages redesign and development</p> <p>Links to BoK: to be part of webpage development in the next financial year</p> <p>Desk research: Designed a new publication 'Useful Links' providing monthly list of links to useful and topical resources.<br/>Useful Links launched January 2017<br/>3 editions produced &amp; published online by March 30<sup>th</sup> 2016, providing 20 links to new references</p> <p>Interactive content: to be part of webpage development in the next financial year</p> |
| ○Attracting volunteers and contributors to support the group and generate new case | Raise awareness across the APM community about the SEFG through promotional   | Raising awareness: ongoing   | SEFG leaflet produced and distributed at the APM Q2 Volunteers' Forum   |

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|--|---|--|--|
| <p>study content</p>   | <p>material</p> <p>Promote SEFG activities within the branch &amp; SIG network as well as external areas to APM</p> | <p>Attracting volunteers and contributors: ongoing</p> | <p>SEFG banners and core presentation slides produced to promote key messages at SEFG presentations</p> <p>SEFG presentations integrated into People SIG offerings</p> <p>SEFG participated in the 'speed dating' as part of People SIG at the Q4 Volunteers' Forum.</p> <p>Take-up of event offerings - SEFG presentations delivered to:</p> <ul style="list-style-type: none"> <li>- APM branches: Midlands, South Wales &amp; West of England, Wessex, Yorkshire &amp; North Lincolnshire</li> <li>- Non APM organisations: National Nuclear Laboratory</li> </ul> <p>SEFG delivered People SIG webinar March 2017, generating positive feedback:</p> <p><i>"A very interesting and thought provoking session - I made plenty of notes. I have circulated the details to other colleagues too."</i></p> <p><i>"The webinar provided very useful information on resources regarding Stakeholder Engagement"</i></p> <p><i>"It was good to confirm where supporting resources could be found and some of the examples helped and supported some issues commonly found within projects."</i></p> <p>Volunteers &amp; contributors to SEFG activities: progress has been made. Raising awareness through marketing activities and engagement with the APM community through a wide range of events has established a foundation for attracting volunteers and contributors.</p> |
| <p>3. Encourage utilisation of the APM Stakeholder Engagement resources by:</p> <ul style="list-style-type: none"> <li>- Raising awareness of the importance of stakeholder</li> </ul> | <p>Encourage attendance at SEFG and other stakeholder</p>   | <p>Attendance at SE events - ongoing</p>               | <p>Attendance at SEFG presentations and webinars – data currently available:</p>   |

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| Objectives  | Tactics  | RAG Status  | Output & Metrics  |
|---|--|---|---|
| <p>engagement and existence of the APM Stakeholder Engagement resources</p> | <p>engagement related events<br/>Drive traffic to the APM stakeholder engagement web pages</p> | <p>Traffic to the APM stakeholder engagement website: ongoing<br/>Utilisation of site content - ongoing</p> | <ul style="list-style-type: none"> <li>- SWWE branch March 22<sup>nd</sup> : 77 registrations</li> <li>- Wessex branch March 23<sup>rd</sup>: 88 registrations</li> <li>- APM webinar March 21<sup>st</sup>: approximately 500 registrations, 198 joined the call</li> </ul> <p>Website traffic – data available:</p> <ul style="list-style-type: none"> <li>• <a href="#">Stakeholder engagement key principles</a> web page is the 5<sup>th</sup> most popular landing page on the APM website (January 2017) with 5736 page views, 4813 unique visitors</li> <li>• Trends for pages views:                             <ul style="list-style-type: none"> <li>Jan: 5736</li> <li>Feb: 5340</li> <li>Mar: 6874</li> <li>Apr: 5882</li> </ul> </li> <li>• So there’s been a marked increase in traffic to the site in March – the month where SEFG delivered a webinar and 2 branch events.</li> <li>• Bounce rate 80%. This might suggest that visitors are not using much of the information on the web pages ie. landing on one of the web pages and then leaving fairly quickly. However, we don’t have sufficient data to reach a definite conclusion. Plans to develop the website content aim to drive utilisation (time spent on the site and click-throughs to other pages).</li> </ul> |