

ual:

IT SERVICES STAKEHOLDER MANAGEMENT STRATEGY

Document Location

The source of the document can be found at <SharePoint link>

Revision History

Revision date	Author	Version	Summary of Changes	Changes marked
23/05/2017	Jon Lucas	1.0	Initial Draft for SMT	
20/11/2017	Jon Lucas	1.1	Updated definitions	

Approvals

This document requires the following approvals:

Name	Title	Date of Issue	Version
Lise Foster	Associate IT Director		
Helen Davies	Associate IT Director		

Distribution

This document has been distributed to:

Name	Title	Date of Issue	Version
ITSMT	Group		

PURPOSE

The stakeholder management plan is used for: planning the engagement of stakeholders, developing strategies to reduce or eliminate resistance and creating strategies to increase support and buy-in. Because planning for stakeholder management generates activities, this plan becomes an input to other subsidiary plans.

DEFINITION

Any person, group or organisation who can be positively or negatively impacted by, or cause an impact on, the actions or activities proposed.

ENGAGEMENT

Stakeholder engagement is the process used by an organisation to engage relevant stakeholders for a purpose to achieve accepted outcomes

IDENTIFICATION & APPROACH

Describe the activities that will be performed to identify the stakeholders. Beside each activity, list the person responsible for performing the activity and the date it should be performed by.

Activity	Person Responsible	Performance Date
Meeting with Heads of and IT managers	Jon Lucas	

Should some stakeholder identification activities be performed again, at a later date? If so, which ones?

STAKEHOLDER DEFINITIONS

- *Key Players:* Involved in governance and decision making and consulted regularly;
- *Active Consultation:* Consulted and kept informed on specific interest areas within Projects & programmes, Service Reviews
- *Maintain Interest:* Consulted and kept informed on low risk areas within the Projects & Programmes
- *Keep informed:* Informed of the projects, IT Performance progress via general communications.

STAKEHOLDER REGISTER

A **stakeholder register** is a project management document which contains the information about the project's **stakeholders**. It identifies the people, groups and organisations that have any kind of interest in your project.

List all stakeholders on the register, below.

This can be found here <SharePoint link>

STAKEHOLDER REGISTER									
OVERVIEW							CONTACT		
College or Business	STAKEHOLDER	TITLE / ROLE	COMMUNICATION TYPES	COMMUNICATION VEHICLES	STAKE IN	ADDITIONAL NOTES	ADDRESS	EMAIL	PHONE

STAKEHOLDER ANALYSIS

Stakeholder analysis in conflict resolution, project management, and business administration, is the process of the impact of a decision on relevant parties. This information is used to assess how the interests of those stakeholders should be addressed in a project plan, policy, program, or other action. Stakeholder analysis is a key part of stakeholder management. A stakeholder analysis of an issue consists of weighing and balancing all of the competing demands on a firm by each of those who have a claim on it, in order to arrive at the firm's obligation in a particular case. A stakeholder analysis does not preclude the interests of the stakeholders overriding the interests of the other stakeholders affected, but it ensures that all affected will be considered.

Stakeholder Analysis is a systematic way to analyse stakeholders by their power and interest. High power, high interest stakeholders are Key Players. Low power and low interest stakeholders are least important.

Provide analysis for each stakeholder identified above.

This can be found here

<https://artslondon.sharepoint.com/teams/ITServices/stakeholdermanagement/PublicDocuments/Forms/AllItems.aspx>

NAM E	ROL E	COMMUNICAT ION GOAL	CONTACT FREQUEN CY	CONTAC T METHOD	DETAIL S OF INTERE ST	TOLERANC ES FOR OVERAGE S	ADDITION AL NOTES
<i>Sponsors, managers, users, etc.</i>		<i>Request specific activities or actions, recognize performance, ask for resources, influence performance or morale, encourage input, etc.</i>	<i>Daily, weekly, upon request, specific activities only, milestones only, etc.</i>	<i>Email, phone, in-person, presentation, web conference, etc.</i>	<i>Specific activities, milestones, progress, issues, etc.</i>	<i>Tolerance for budget overages, tolerance for schedule overages, acceptable reasons for each.</i>	<i>Work style, attitude, influence, experience, etc.</i>

What does this stakeholder need?

What expectations does this stakeholder have?

What is this stakeholder's greatest concern?

What is needed from this stakeholder?

What is the risk if this stakeholder is not engaged?

Should we monitor, keep informed, keep satisfied or manage most closely?

Describe the communication strategy. Include the methods and frequency. (Include in the communications management plan.)

What information should be distributed to this stakeholder and what concerns should be addressed? How and when?

Describe the engagement strategy. (Include in the change management plan and/or scope management plan.)

What are the most important times/phases for engaging this stakeholder and how should this stakeholder be engaged?

Who is the person responsible for performing the activities described above?

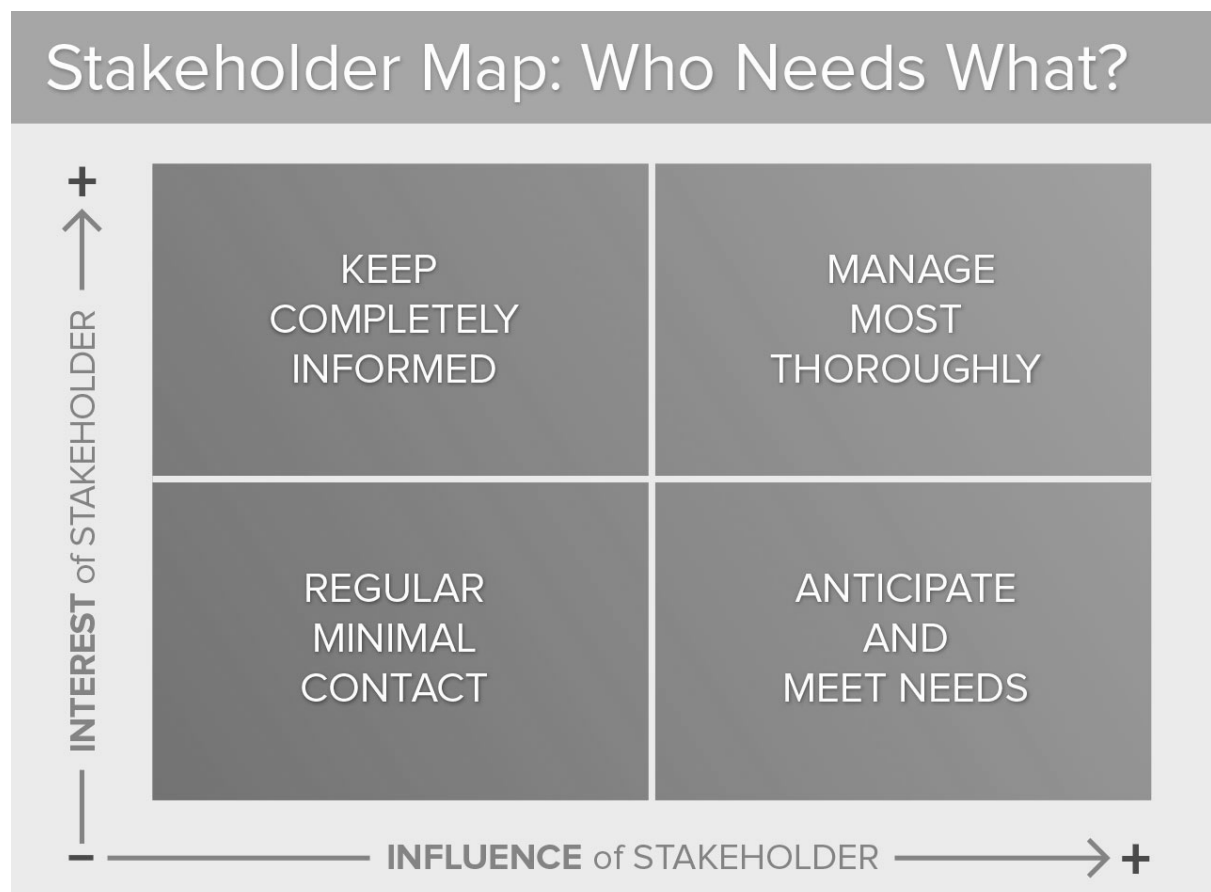
How does this information get transferred to team members?

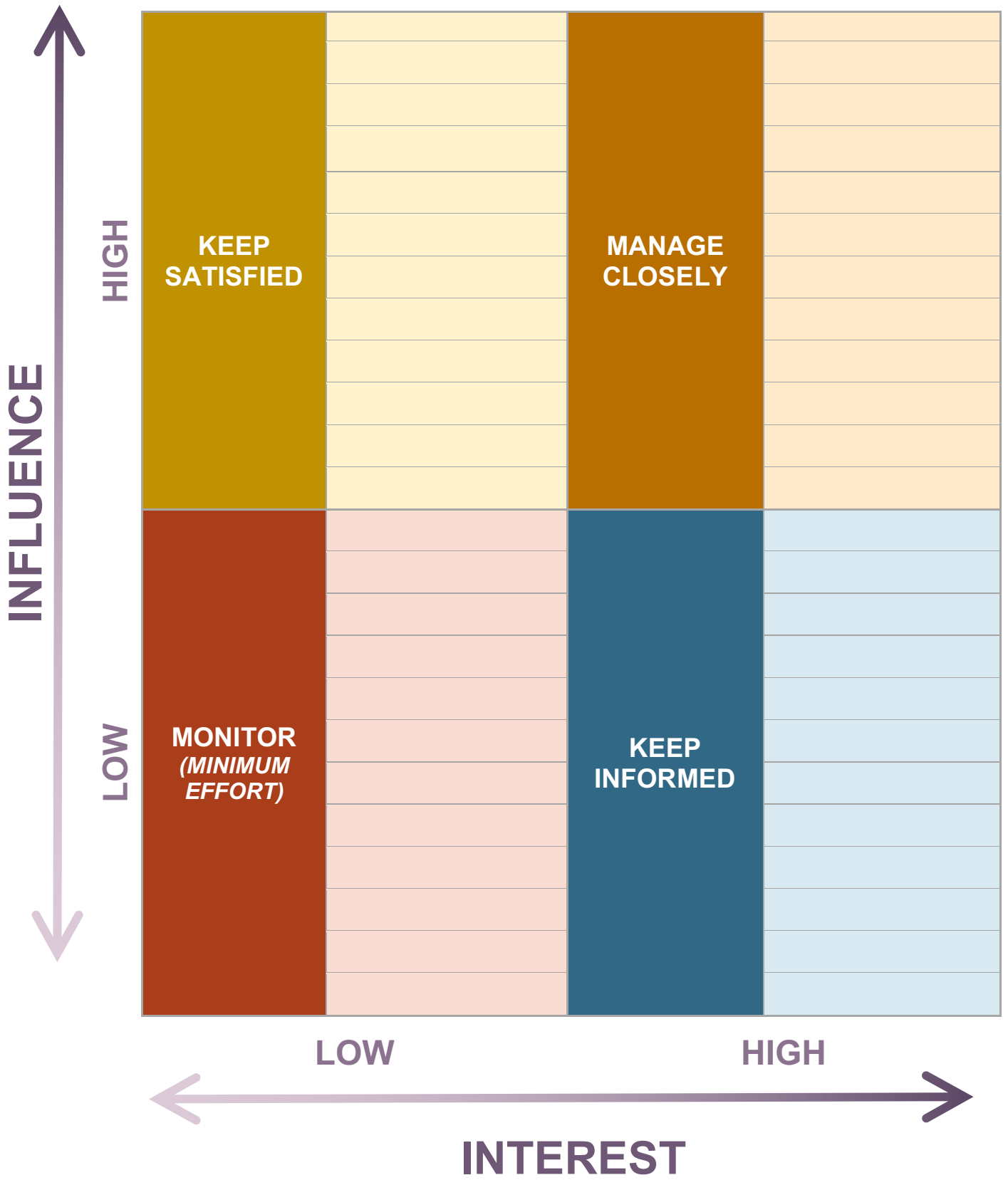
PLAN

See UAL Stakeholder Management Plan.xlsx

<https://artslondon.sharepoint.com/teams/ITServices/stakeholdermanagement/Public/Documents/Forms/AllItems.aspx>

STAKEHOLDER MAP





SCOPE

Ensure all activities identified in this plan are added to the activities list in the scope management plan.

<https://artslondon.sharepoint.com/teams/ITServices/stakeholdermanagement/PublicDocuments/Forms/AllItems.aspx>

TIME

Ensure the timing of activities identified in this plan is included in the time management plan.

<https://artslondon.sharepoint.com/teams/ITServices/stakeholdermanagement/PublicDocuments/Forms/AllItems.aspx>

ESTIMATED COST

Provide high-level cost information for implementing all activities identified herein.

Activity Description	Estimated Cost
TOTAL ESTIMATED COST	

HUMAN RESOURCE REQUIREMENTS

List the people from within the organisation that might be assigned to any activity described herein.

<https://artslondon.sharepoint.com/teams/ITServices/stakeholdermanagement/PublicDocuments/Forms/AllItems.aspx>

Name	Department/Title	Contact Information	Immediate Supervisor

COMMUNICATIONS

It is useful to understand the different communication channels available and their primary target audience.

The communication objectives are to:

- Ensure stakeholder awareness of XXXXXXXXXX
- Provide timely and accurate information to stakeholders throughout the xxxxx
- Provide the opportunity for stakeholders to feedback and contribute to XXXXX
- Manage stakeholder expectations.

Ensure all communication strategies identified herein are included in the communications management plan.

See UAL Stakeholders Communications plan <SharePoint Link>

ASSUMPTIONS

List any assumptions made. Move all assumptions to the assumption log.

<https://artslondon.sharepoint.com/teams/ITServices/stakeholdermanagement/SitePages/Notice%20board.aspx>

RISKS

From a high-level perspective, identify all known or perceived risks. Include all risks in the risk management plan.

<https://artslondon.sharepoint.com/teams/ITServices/stakeholdermanagement/PublicDocuments/Forms/AllItems.aspx>

PROCUREMENTS

List all resources, if any, which must be procured.

Description	Source	Estimated Cost

SUPPORTING DOCUMENTATION

- Managing Customer Expectations.docx
- Stakeholder Analysis.xlsx
- Stakeholder Register.xlsx
- Stakeholder Map.docx
- Stakeholder Management Plan.xlsx
- Stakeholder Communication plan.xlsx

- <SharePoint Link>