

# DeSTT

**Development of Skills and Teachers Training for leadership** 

## Stakeholders&Communication

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## **PMI MATRIX**

Knowledge Areas	Project Management Process Groups				
	Initiating Process Group	Planning Process Group	Executing Process Group	Monitoring and Controlling Process Group	Closing Process Group
4. Project Integration Management	4.1 Develop Project Charter	4:2 Develop Project Management Plan	4.3 Direct and Manage Project Work 4.4 Manage Project Knowledge	4.5 Monitor and Control Project Work 4.6 Perform Integrated Change Control	4.7 Close Project or Phase
5. Project Scope Management		5.1 Plan Scope Management 5.2 Collect Requirements 5.3 Define Scope 5.4 Create WBS		5.5 Validate Scope 5.6 Control Scope	
6. Project Schedule Management		6.1 Plan Schedule Management 6.2 Define Activities 6.3 Sequence Activities 6.4 Estimate Activity Durations 6.5 Develop Schedule		6.6 Control Schedule	
7. Project Cost Management		7.1 Plan Cost Management 7.2 Estimate Costs 7.3 Determine Budget		7.4 Control Costs	
8. Project Quality Management		8.1 Plan Quality Management	8.2 Manage Quality	8.3 Control Quality	
9. Project Resource Management		9.1 Plan Resource Management 9.2 Estimate Activity Resources	9.3 Acquire Resources 9.4 Develop Team 9.5 Manage Team	9.6 Control Resources	
10. Project Communications Management		10.1 Plan Communications Management	10.2 Manage Communications	10.3 Monitor Communications	
11. Project Risk Management		11.1 Plan Risk Management 11.2 Identify Risks 11.3 Perform Qualitative Risk Analysis 11.4 Perform Quantitative Risk Analysis 11.5 Plan Risk Responses	11.6 Implement Risk Responses	11.7 Monitor Risks	
12. Project Procurement Management		12.1 Plan Procurement Management	12.2 Conduct Procurements	12.3 Control Procurements	
13. Project Stakeholder Management	3.1 Identify Sekeholders	13.2 Plan Stakeholder Engagement	13.3 Manage Stakeholder Engagement	13.4 Monitor Stakeholder Engagement	

**Communication** (



## Who are your stakeholders?

The people, groups or organizations could impact (**POWER-INFLUENCE**) or to be impacted (**INTEREST**) by the project

### STAKEHOLDER MANAGEMENT FOUR STEPS

- 1. Identify and recognize stakeholders;
- 2. Determine their power-influence and interest;
  - 3. Establish communication management plan
    - 4. Influencing and engaging stakeholder

# **Stakeholder Management**

#### Project Stakeholder Management Overview

#### 13.1 Identify Stakeholders

- .1 Inputs
  - .1 Project charter
  - .2 Business documents
  - .3 Project management plan
  - .4 Project documents
  - .5 Agreements
  - .6 Enterprise environmental factors
  - .7 Organizational process assets
- .2 Tools & Techniques
  - .1 Expert judgment
  - .2 Data gathering
- .3 Data analysis
- .4 Data representation
- .5 Meetings
- .3 Outputs
  - .1 Stakeholder register
  - .2 Change requests
  - .3 Project management plan updates
  - .4 Project documents updates

#### 13.2 Plan Stakeholder Engagement

- .1 Inputs
  - .1 Project charter
  - .2 Project management plan
  - .3 Project documents
  - .4 Agreements
  - .5 Enterprise environmental factors
  - .6 Organizational process assets
- .2 Tools & Techniques
  - .1 Expert judgment
  - .2 Data gathering
  - .3 Data analysis
  - .4 Decision making
  - .5 Data representation
  - .6 Meetings
- .3 Outputs
  - .1 Stakeholder engagement plan

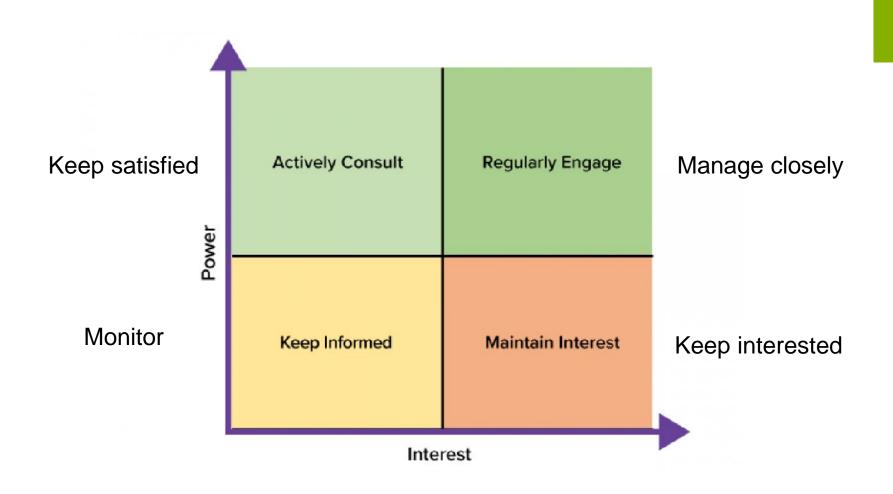
#### 13.3 Manage Stakeholder Engagement

- .1 Inputs
  - .1 Project management plan
  - .2 Project documents
  - .3 Enterprise environmental factors
  - .4 Organizational process assets
- .2 Tools & Techniques
- .1 Expert judament
- .2 Communication skills
  - .3 Interpersonal and team skills
  - .4 Ground rules
- .5 Meetings
- .3 Outputs
  - .1 Change requests
  - .2 Project management plan updates
  - .3 Project documents updates

#### 13.4 Monitor Stakeholder Engagement

- .1 Inputs
  - .1 Project management plan
  - .2 Project documents
  - .3 Work performance data
- .4 Enterprise environmental factors
- .5 Organizational process assets
- .2 Tools & Techniques
  - .1 Data analysis
  - .2 Decision making
  - .3 Data representation
- .4 Communication skills
- .5 Interpersonal and team skills
- .6 Meetings
- .3 Outputs
  - .1 Work performance information
  - .2 Change requests
  - .3 Project management plan updates
  - .4 Project documents updates

## **POWER vs INTEREST MATRIX**



# **Stakeholder Analysis**

- UNAWARE: not Interested
- RESISTANT: Interested with negative Power
  - NEUTRAL: Interested but neutral
- SUPPORTIVE: Interested with positive Power
- LEADING: Interested with very positive Power

## **Communication Methods**

- PUSH Communication: by Project Manager

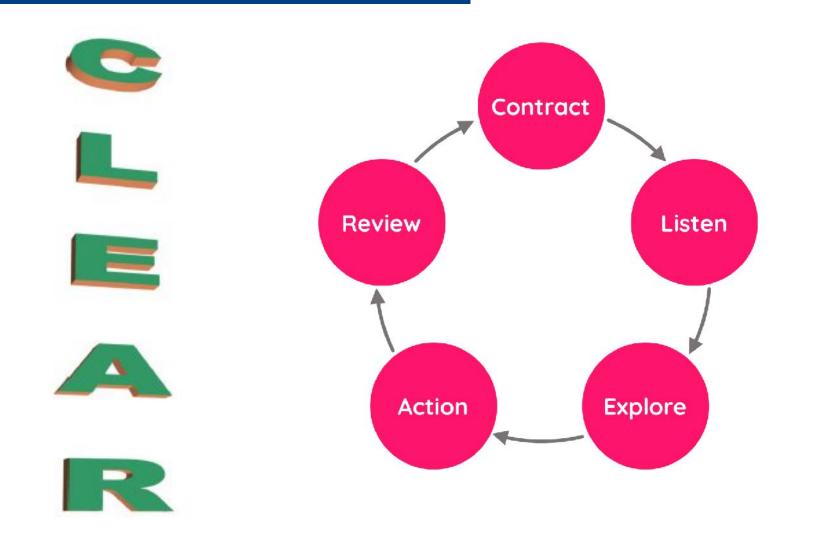
- PULL Communication: by Stakeholders

- INTERACTIVE Communication: bilateral

### **The Best Communication Channels**

- High power, High interest: Issue, Change Logs, Status Meetings
- High power, Low interest: Steering Committee, Board
   Meeting Updates
  - Low power, High interest: In-Person, Video, e-mail
     Updates
- Low power, Low interest: Send e-mail, Status Reports

# CLEAR Model (1/2)



# CLEAR Model (2/2)



- CONTRACT: establishing desired outcomes, needs



- LISTEN: «active listening», asking questions



- EXPLORE: emotional connection



- ACTION: required changes



- REVIEW: feedbacks, reactions



# Questions&Answers?!

## **THANK YOU**

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