



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 | 13.1 Identify Stakeholders | 13.2 Plan Stakeholder Engagement | 13.3 Manage Stakeholder Engagement | 13.4 Monitor Stakeholder Engagement | |

Communication



Stakeholder


Who are your stakeholders?



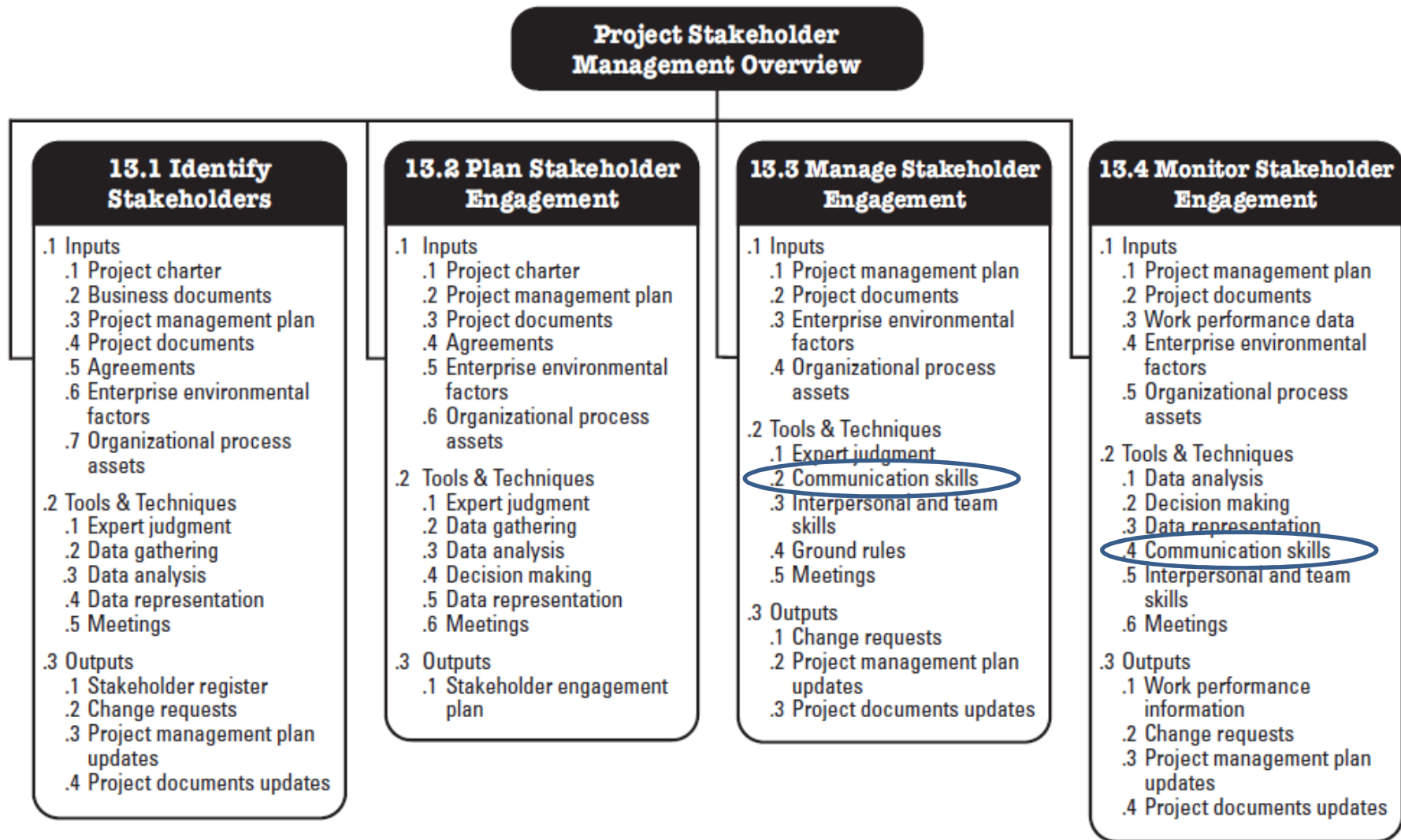
The people, groups or organizations
could impact (**POWER-INFLUENCE**)
or to be impacted (**INTEREST**) by the
project

STAKEHOLDER MANAGEMENT FOUR STEPS

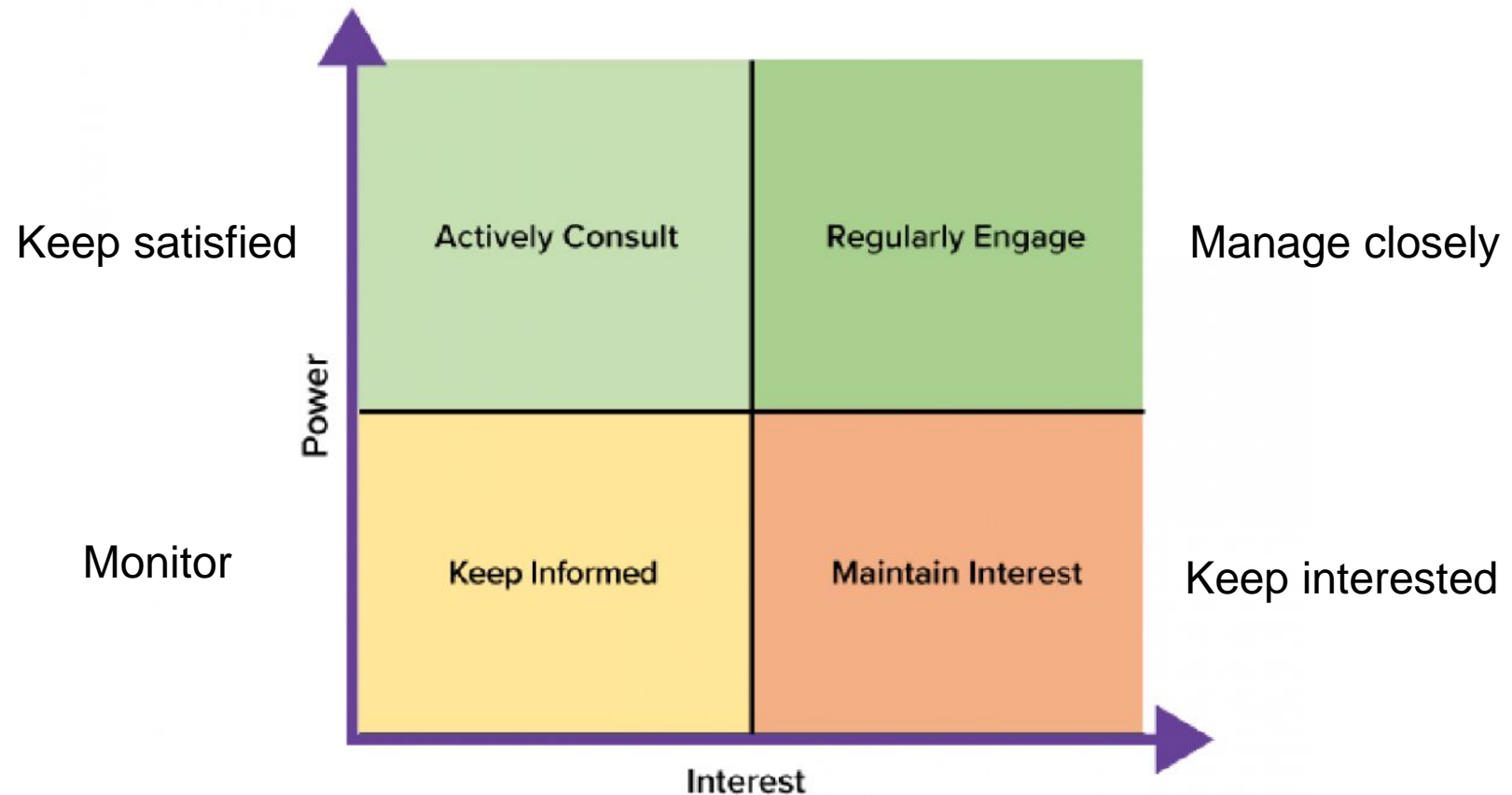


1. Identify and recognize stakeholders;
 2. Determine their power-influence and interest;
 3. Establish communication management plan
 4. Influencing and engaging stakeholder
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Stakeholder Management




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
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Communication Methods



- PUSH Communication: by Project Manager
 - PULL Communication: by Stakeholders
 - INTERACTIVE Communication: bilateral
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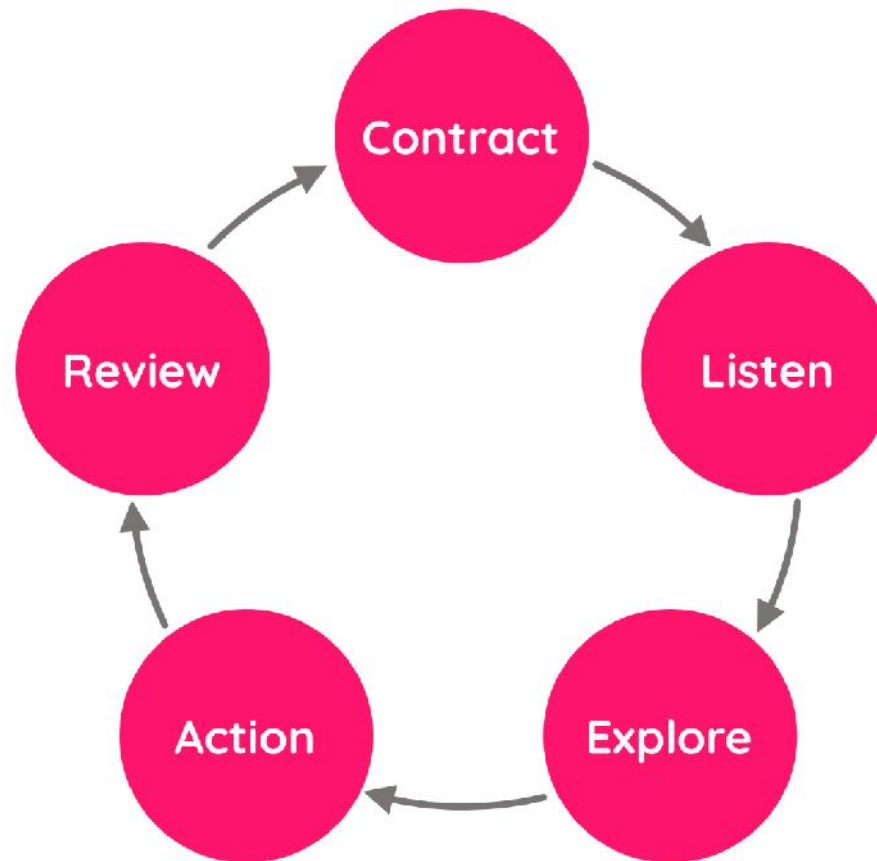
The Best Communication Channels



- 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)

C
L
E
A
R



CLEAR Model (2/2)

C

- CONTRACT: establishing desired outcomes, needs

L

- LISTEN: «active listening», asking questions

E

- EXPLORE: emotional connection

A

- ACTION: required changes

R

- REVIEW: feedbacks, reactions
-



Questions&Answers?!

THANK YOU

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