

# PROJECT MANAGEMENT IN NES

## A GUIDE TO ANALYSING STAKEHOLDERS

**Step 1** Identify all potential stakeholders that you will need to communicate with throughout the duration of the project. Note these down on the communication strategy grid.

**Step 2** Consider each stakeholder in turn. Use the options below to identify 'why', 'what', 'method' and 'when' of each stakeholder group.

**Why:** Why are we communicating with key stakeholders?

1. To inform new/existing audience(s) about the project (aims, objectives, timescales for implementation etc)
2. To ensure appropriate governance arrangements are in place
3. To obtain support/advice/direction
4. To update existing audiences about project progress and exceptions to the project plan
5. To act as a channel to communicate information to those directly affected by the project
6. To consult with individuals/groups to gain feedback on the project for continuous improvement and enhancement
7. To ensure that the project and project brief are accurate and understood

**What:** What levels/types of information do stakeholders require?

1. Strategic overview/understanding of the project
2. Operational overview of the project
3. Detailed understanding of the project
4. Progress/Performance Reports
5. Deadlines/Milestone

**Method:** How will we communicate with stakeholders?

1. Meetings (individual and group/teams)
2. Publications e.g. newsletters etc
3. Briefing Paper
4. Consultation exercises
5. E-Mail
6. Telephone
7. Website/Intranet

**When:** How frequently do we need to communicate with stakeholders?

1. Before implementation
2. As updates are made
3. As per specific meeting
4. On a regular basis i.e. bi-monthly/quarterly
5. As required by the stakeholder

