
Managing the Human Side of Projects for Stakeholder Satisfaction

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100%

Stakeholders have power and
politics of their own

100%

Stakeholders are unique

100%

Stakeholders are HUMAN

—

What do they WANT?

OWN

YOUR STAKEHOLDERS

Stakeholder register

Needs to reflect their power,
politics, uniqueness and
HUMANITY

Name

Contact info

Power/Influence

Interest

Involvement

Idiosyncrasies

Etc ...

—

What do they VALUE?

SHARE

WITH YOUR STAKEHOLDERS

Communication Plan

Build a communication strategy that INVITES them to value the project and project work

WHO gets it?

WHAT do they get?

HOW do they get it?

WHEN *could/would/should* they get it?

WHO's it going to come from?

—

WHO do they TRUST?

THEY
BETTER
TRUST...



PROTECT

YOUR STAKEHOLDERS

Manage Stakeholder Risk

Become
and
Be seen as their advocate

Exceed their needs

Invite them to be key players

Treat EVERY stakeholder as important

Show each stakeholder consideration
