



Stakeholder Performance

Domain in PMBOK 7th Edition

Stakeholders Performance Domain



Stakeholders Performance Domain

SHAREHOLDERS PERFORMANCE DOMAIN

The Stakeholder Performance Domain addresses activities and functions associated with stakeholders

Effective execution of this performance domain results in the following desired outcomes:

- A product working relationship with stakeholders throughout the project.
- Stakeholder agreement with project objectives.
- Stakeholders who are project beneficiaries are supportive and satisfied while stakeholders who may oppose the project or its deliverables do not negatively impact project outcomes.

Introduction to Stakeholders Performance Domain

The **Stakeholders Performance Domain** is a key element in PMBOK 7th Edition. It focuses on effectively managing stakeholder expectations, engagement, and overall performance throughout the project lifecycle.

This domain addresses how to **identify, analyze, and engage stakeholders**. It outlines strategies for building strong relationships and managing potential conflicts.

Definitions

Stakeholder. An individual, group, or organization that may affect, be affected by, or perceive itself to be affected by a decision, activity, or outcome of a project, program, or portfolio

Stakeholder Analysis. A method of systematically gathering and analyzing quantitative and qualitative information to determine whose interests should be taken into account throughout the project.



Types of Stakeholders



Protagonist

Supporters and help to achieve the project goals



Antagonist

Opposes the achievement of the project's goals



Neutral

Neither supports nor opposes the achievement of the project's goals



Importance of Stakeholders in Project Management

Successful Outcomes

Stakeholder engagement and satisfaction are critical for project success. They directly influence project outcomes and acceptance.

Enhanced Communication

Effective communication channels are essential for building trust and fostering collaborative relationships.

Risk Mitigation

Engaging stakeholders early and continuously helps identify and mitigate potential risks and challenges.

Increased Project Support

Positive stakeholder engagement leads to greater buy-in, commitment, and resource allocation.

STAKEHOLDER ROLES AND RESPONSIBILITIES

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Key Stakeholder Roles and Responsibilities

Project Sponsor

Provides funding, guidance, and oversight.

Project Team

Executes the project tasks and deliverables.

Customers

Define requirements and provide feedback.

Vendors

Supply materials, services, or resources.

COSS DRIVER



Key Stakeholder Roles and Responsibilities

Regulatory Bodies

Provides statutory requirement for project.

Executing Organization

Provides required assets for project.

Host Community

Provides requirement for good interface.

Professional Body

Professional guidance and best practices.

Stakeholder Identification and Analysis



Who are they?

Identify all individuals or groups who may be impacted or have an interest in the project.



How engaged are they?

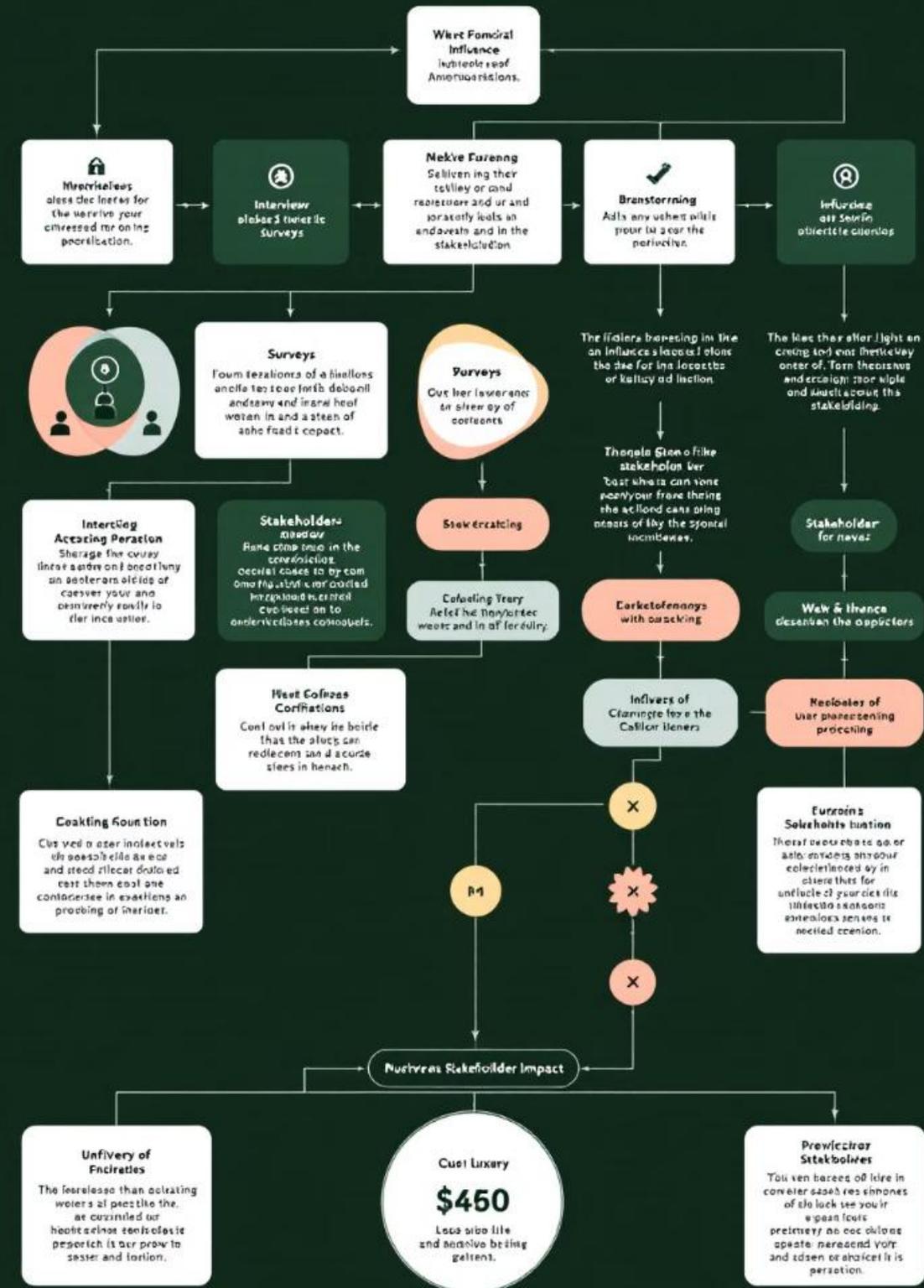
Assess their level of engagement and their potential impact on the project's success.



What are their interests?

Understand their needs, expectations, and potential influence on the project.

Stakeholder Identification

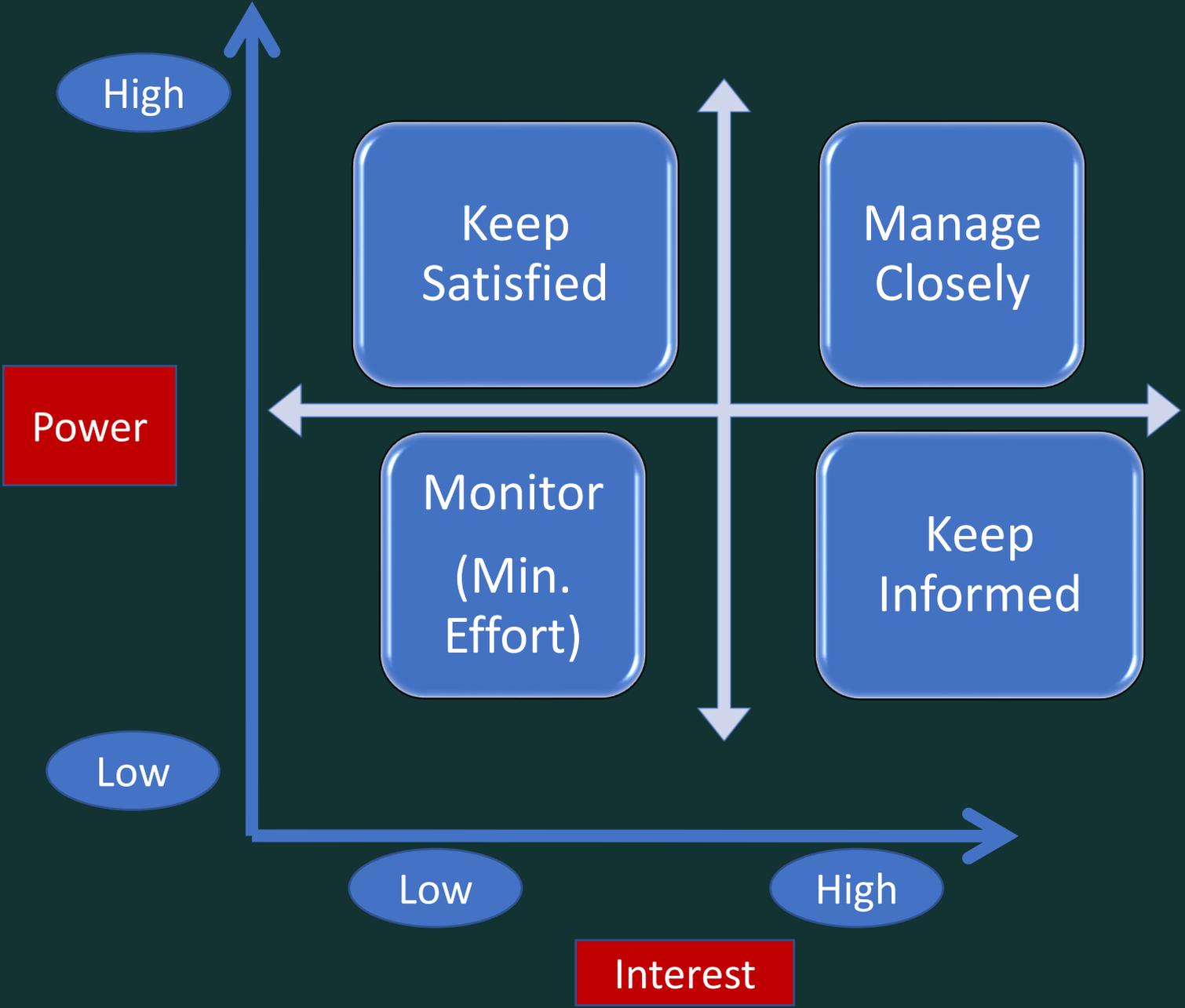


Stakeholder Engagement and Communication

- 1 Establish clear communication channels.
- 2 Provide timely and relevant information.
- 3 Listen actively to stakeholder concerns and feedback.

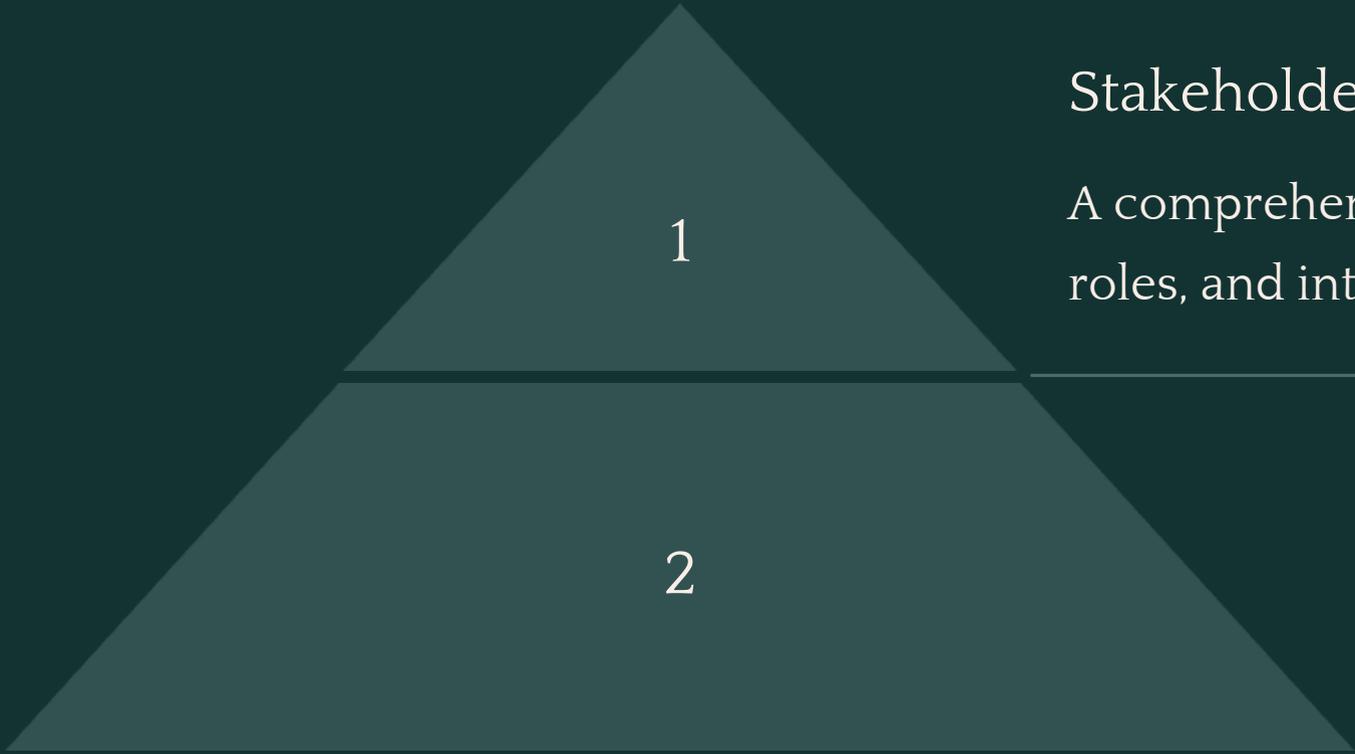


Stakeholder Power/Interest Grid



- 1 High Power, High Interest
Requires close management and regular engagement.
- 2 High Power, Low Interest
Monitor and keep informed.
- 3 Low Power, High Interest
Keep informed and engaged.
- 4 Low Power, Low Interest
Monitor and keep informed as needed.

Stakeholder Register and Stakeholder Management Plan

A pyramid diagram divided into two horizontal sections. The top section is smaller and contains the number '1'. The bottom section is larger and contains the number '2'.

1

Stakeholder Register

A comprehensive list of stakeholders with their contact information, roles, and interests.

2

Stakeholder Management Plan

Outlines strategies for engaging, managing, and communicating with stakeholders.

Stakeholder Engagement Levels

1

Passive

Stakeholders are minimally involved and receive basic updates.

2

Active

Stakeholders participate in meetings and provide feedback.

3

Collaborative

Stakeholders contribute to decision-making and actively participate in the project.

4

Strategic

Stakeholders play a key role in shaping the project vision and providing strategic guidance.



Managing Stakeholder Expectations

1

Define Expectations

Clearly communicate project scope, deliverables, and timelines.

2

Document Agreements

Formalize expectations through contracts, agreements, or memorandums of understanding.

3

Regular Reviews

Periodically assess and adjust expectations as needed.

Addressing Stakeholder Concerns and Conflicts



Open Dialogue

Create a safe and open environment for stakeholders to voice their concerns.



Conflict Resolution Techniques

Employ appropriate methods, like negotiation, mediation, or arbitration, to resolve conflicts.

Stakeholder Relationship Management

Foster trust and mutual respect. Focus on building strong relationships with stakeholders.

Develop a collaborative environment where stakeholders feel heard and valued.

Stakeholder Engagement Process



Stakeholder Engagement Assessment

Communication Effectiveness

Evaluate the effectiveness of communication channels and feedback mechanisms.

Stakeholder Participation

Assess the level of stakeholder involvement in project activities and decision-making.

Stakeholder Satisfaction

Measure stakeholder satisfaction with project progress and outcomes.

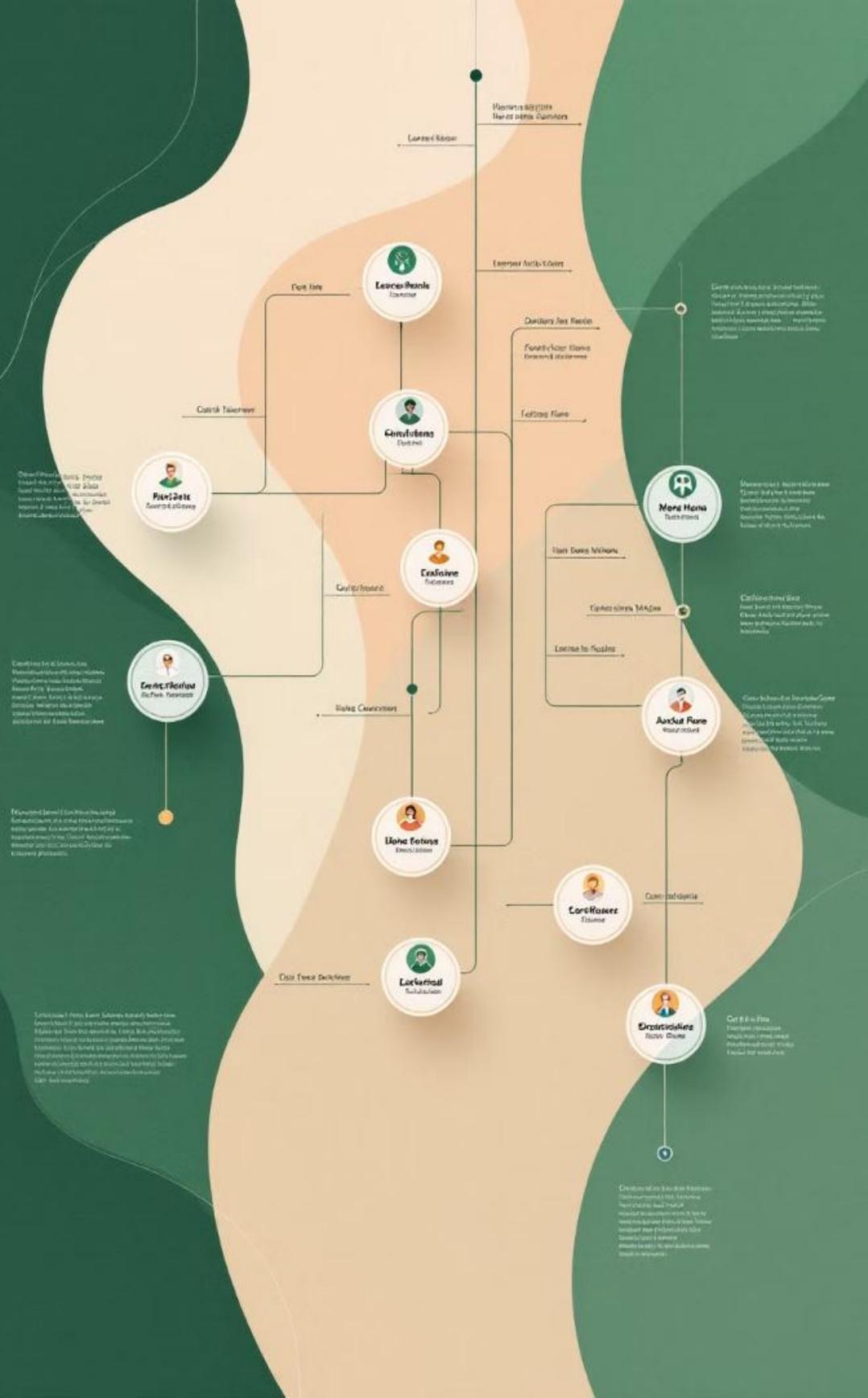
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Stakeholder Influence and Impact



- 1 High Influence**
These stakeholders have significant impact on project success.
- 2 Moderate Influence**
Their influence is moderate and requires careful consideration.
- 3 Low Influence**
These stakeholders have minimal influence on the project.

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Stakeholder Governance

Stakeholder Committees

Establish committees to provide oversight and guidance on stakeholder engagement.

Governance Framework

Develop a clear framework for managing stakeholder relationships and ensuring accountability.

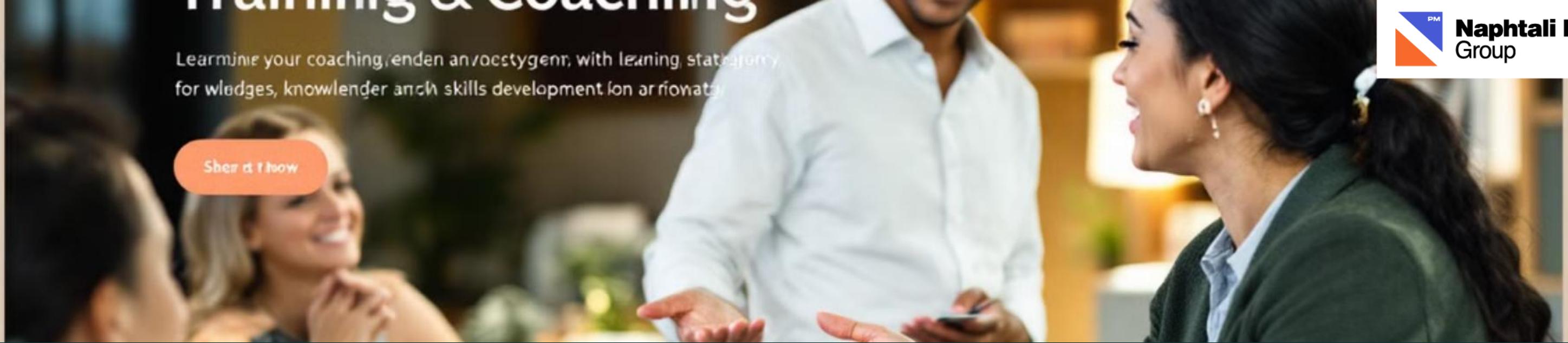
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Training & Coaching

Learn more about coaching, mentoring and leadership, with learning strategies for knowledge, knowledge and skills development for all roles.

Show it how



Stakeholder Capacity Building



Knowledge Transfer

Provide stakeholders with the necessary information and context to understand their roles and responsibilities.



Skill Development

Offer training and development opportunities to enhance stakeholder skills and capabilities.

Stakeholder Collaboration and Coordination



1

Establish joint working groups or committees.

2

Promote open communication and information sharing.

3

Facilitate collaboration among stakeholders with different perspectives.

Stakeholder Empowerment and Enablement

Delegate tasks and responsibilities to stakeholders.

Provide stakeholders with the resources and support they need to succeed.

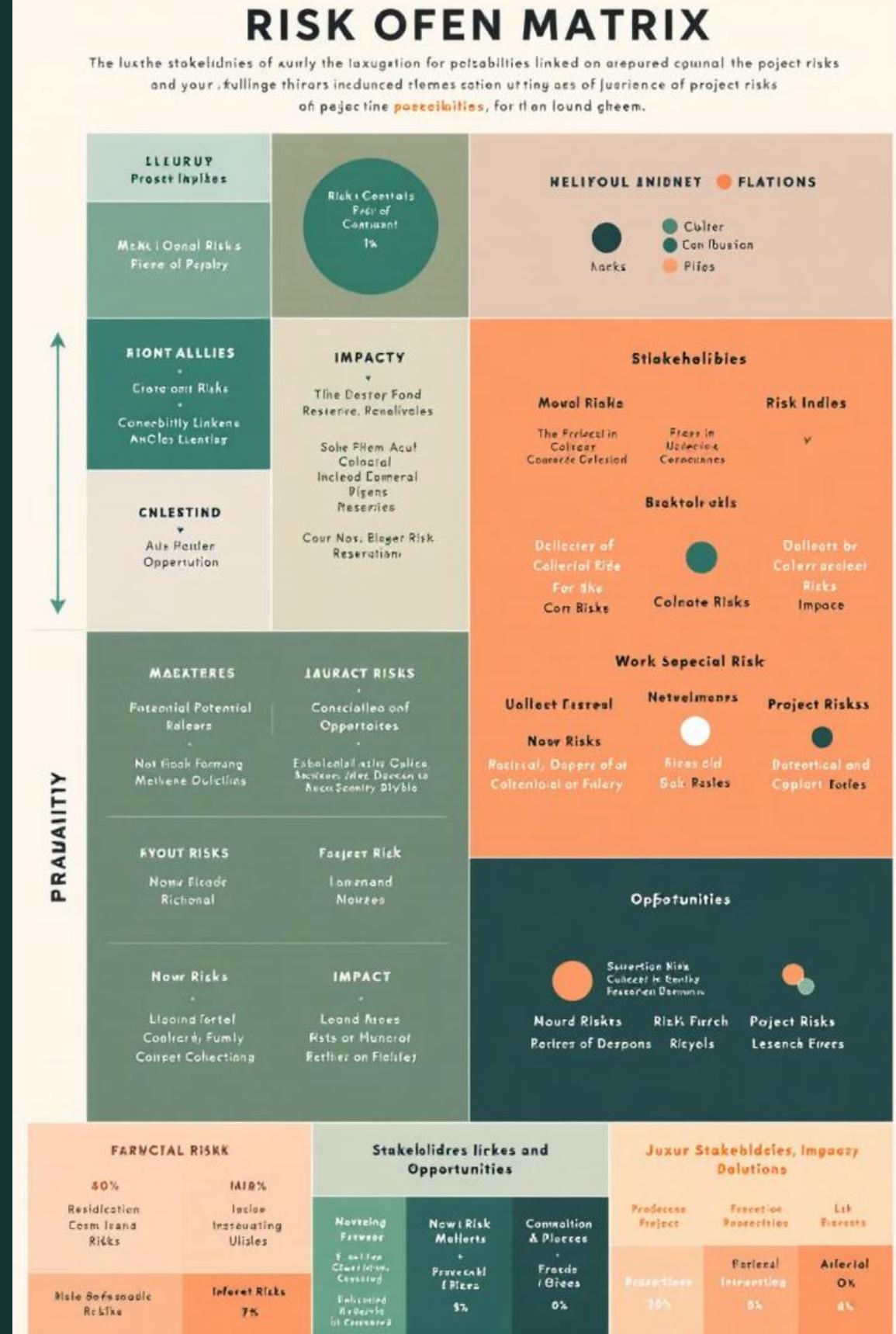
Stakeholder Risk and Opportunity Management

1 Identify Potential Risks

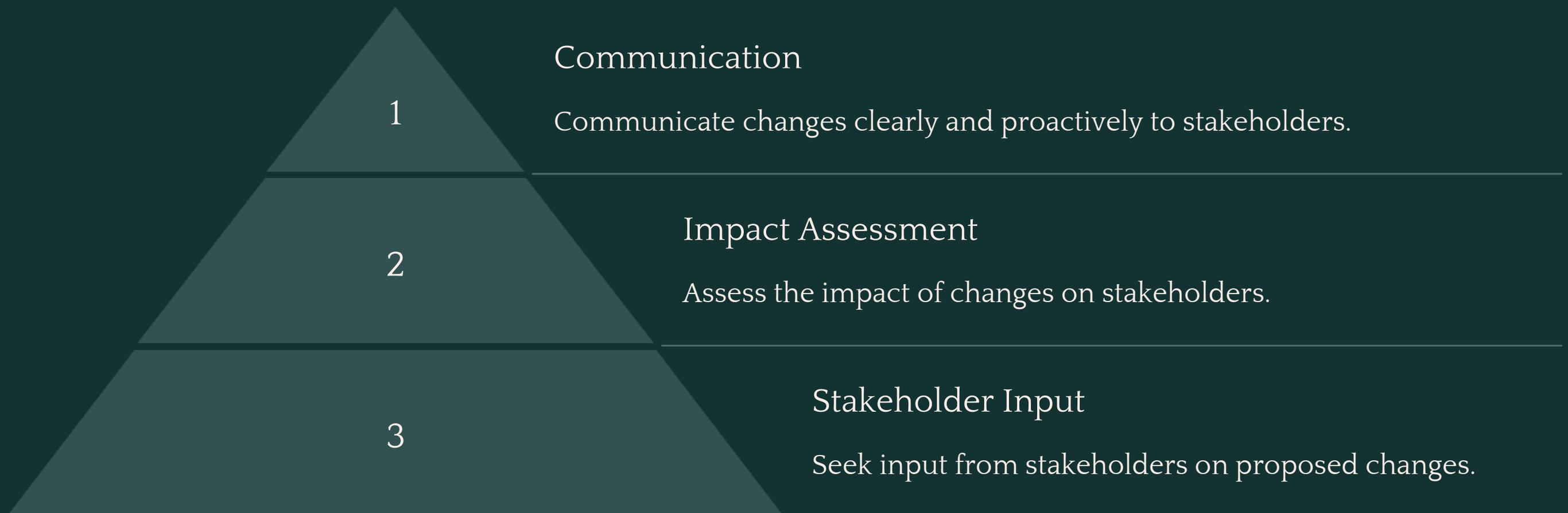
Assess how stakeholders can influence project risks and opportunities.

2 Mitigation Strategies

Develop strategies to mitigate risks and leverage opportunities related to stakeholders.



Stakeholder Change Management



Stakeholder Performance Metrics

1

Engagement Levels

Measure the frequency and quality of stakeholder interactions.

2

Satisfaction Scores

Assess stakeholder satisfaction with project progress and outcomes.

3

Impact on Project Goals

Evaluate the influence of stakeholders on project objectives.

Measuring Stakeholder Satisfaction

1

Surveys

Conduct surveys to gather feedback on stakeholder satisfaction.

2

Interviews

Conduct interviews to gain in-depth insights from stakeholders.

3

Focus Groups

Host focus groups to collect feedback from multiple stakeholders.

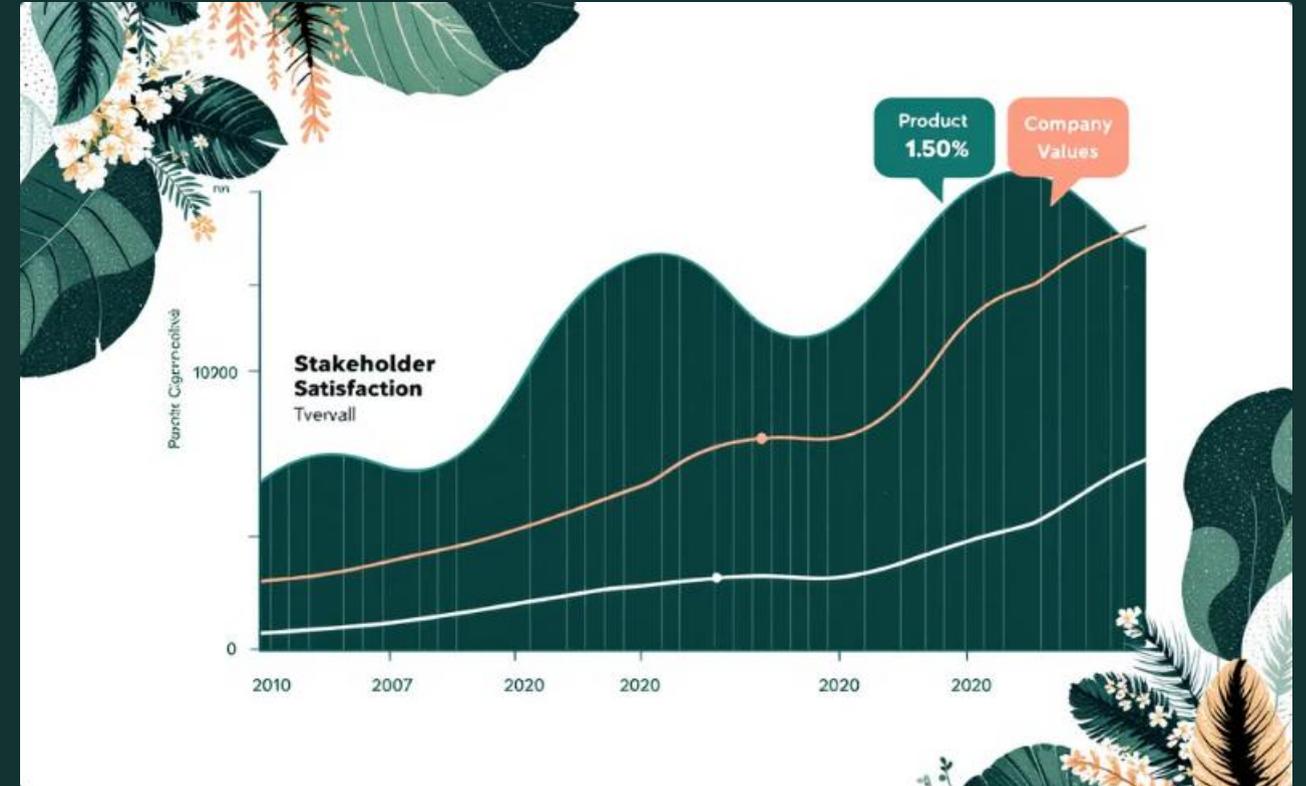


Monitoring and Controlling Stakeholder Engagement



Regular Monitoring

Track stakeholder engagement activities and assess progress.



Performance Analysis

Analyze stakeholder engagement data to identify areas for improvement.

Stakeholder Dispute Resolution

Establish clear dispute resolution processes.

Facilitate negotiation and mediation to resolve disputes.

Continuous Stakeholder Relationship Improvement

Regular Feedback

Solicit regular feedback from stakeholders to identify areas for improvement.

Proactive Communication

Communicate proactively with stakeholders to address concerns and build trust.

Relationship Building Activities

Organize events and activities to foster positive relationships with stakeholders.



Stakeholder-Centric Project Culture



Collaboration and Trust

Foster a culture of collaboration and trust among stakeholders.



Shared Success

Celebrate project successes together as a team.



Open Communication

Encourage open communication and feedback from stakeholders.



Ethics and Integrity in Stakeholder Management



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Transparency and Fairness
Be transparent and fair in all dealings with stakeholders.

Confidentiality
Respect stakeholder confidentiality and protect their information.

Accountability
Be accountable for your actions and decisions.

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Adapting Stakeholder Strategies for Agile and Hybrid Approaches



1

Frequent Feedback

Seek regular feedback from stakeholders in agile and hybrid approaches.

2

Iterative Engagement

Engage stakeholders in iterative cycles to refine requirements and adapt to changes.

3

Collaborative Decision-Making

Involve stakeholders in decision-making processes.

Stakeholder Performance Domain- **Checking Outcomes**

Outcome	Check
A productive working relationship with stakeholders throughout the project	Productive working relationships with stakeholders can be observed. However, the movement of stakeholder along a continuum of engagement can indicate the relative level of satisfaction with the project
Stakeholder agreement with project objectives.	A significant number of changes or modifications to the project and product requirements in addition to the scope may indicate stakeholders are not engaged or aligned with the project objectives.

Stakeholder – Checking Result

Outcome	Check
<p>Stakeholders who are project beneficiaries are supportive and satisfied. Stakeholders who may oppose the project or its deliverables do not negatively impact project result.</p>	<p>Stakeholder behavior can indicate whether project beneficiaries are satisfied and supportive of the project or whether they oppose it. Surveys, interviews, and focus groups are also effective ways to determine if stakeholders are satisfied and supportive or if they oppose the project and its deliverables.</p> <p>A review of the project issue register and risk register can identify challenges associated with individual stakeholders.</p>

Conclusion and Key Takeaways

Successful stakeholder management is essential for project success.

By engaging stakeholders effectively, you can mitigate risks, build consensus, and achieve project goals.