
Power Struggles and Politicking: Game-changing Stakeholder Management



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LIFE
HOME 100% WORK

Stakeholders have power and
politics of their own

What forms of POWER do stakeholders possess?

- Voting
- Economic
- Political
- Legal
- Informational

100%

Stakeholders are unique

What situations create POLITICS in stakeholder management?

- Voting
- Economic
- Political
- Legal
- Informational



100%

Stakeholders are HUMAN

SO, what do they WANT?

- Their needs met
- The organizations needs met
- To trust the team
- To be impressed by the team
- To have their backs covered

Step #1:

OWN

YOUR STAKEHOLDERS

Build an **EXCELLENT** Stakeholder register

Needs to reflect their power,
politics, uniqueness and
HUMANITY

Name

Contact info

Power/Influence

Interest

Involvement

Idiosyncrasies

Etc ...

Step #2:

SHARE

WITH YOUR STAKEHOLDERS

An AGILE Communication Plan

A strategy that INVITES them to
value the project and project
work

WHO gets it?

WHAT do they get?

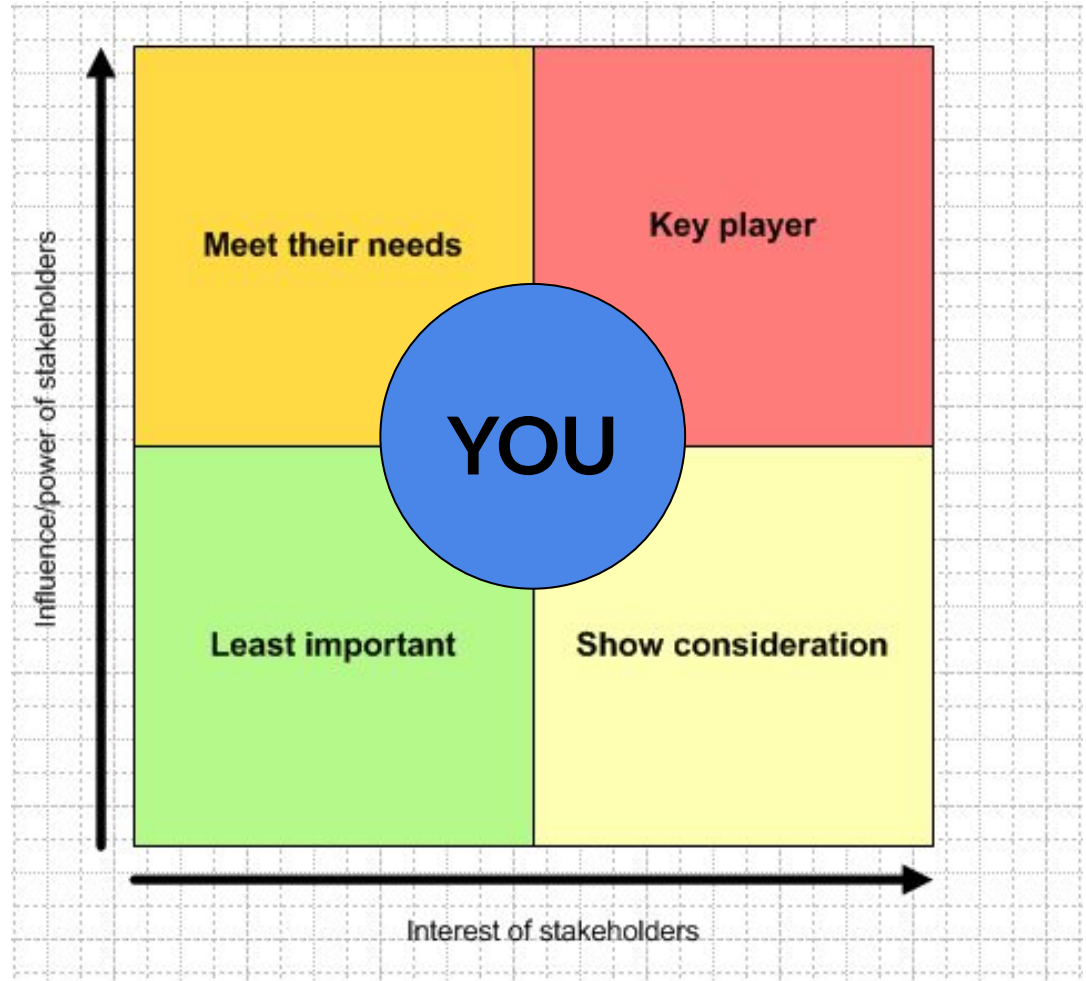
HOW do they get it?

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

WHO's it going to come from?

PRIORITIZE TRUST

They better
trust...



Step #3:

PROTECT

YOUR STAKEHOLDERS

Manage Stakeholder Risk

It goes beyond trust...
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

How do we handle the difficult ones?

- Be responsive
- Be humble and try to understand
- Demonstrate you've heard them
- Be realistic and open about your constraints
- Push back and stand firm on your ethics
- Be collaborative
- Expect to compromise and be patient

Questions, Concerns, Push-backs?

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