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Stakeholder analysis

ISEC3050 Assignment 3

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# Project Background

The project will involve the construction of a new 40-person centre for online customer support. The project is estimated to take 16 months.

The project will require assistance from the IT division to develop a new software for telephone customer support staff to use in the new centre. Regarding the construction, construction permits will need to be acquired from the local municipal bylaw office. A construction crew and contractor will need to be hired to assist with construction. Most importantly, approval from the majority of senior management will allow the project to move forward.

This document will apply stakeholder analysis by listing all stakeholders, prioritizing stakeholders, and identifying communication methods to each stakeholder group. The goal is to optimize communications to ensure the greatest chance of success for the project.

# List of Stakeholders

The following is a list of all stakeholders for the project, grouped into 4 categories:

|  |  |  |  |
| --- | --- | --- | --- |
| Senior Management | Company Staff | Construction Company | External Stakeholders |
| Ron (President)  | IT staff | External general contractor | Municipal by-law officers  |
| Bill (VP of marketing)  | Support staff | Construction personnel | Customers |
| Patrick (CFO) |  |  |  |
| Tanya (VP of personnel)  |  |  |  |
| Paul (VP of information systems)  |  |  |  |
|  |  |  |  |

# Prioritizing Stakeholders

This section contains a chart organizing stakeholders into priority by how much power they have over the project and how much interest they have in the project.

For people who have a high amount of power in the project’s success, they need to be kept satisfied. For people with a high amount of interest, they need to be kept updated about the project on a regular basis. Be aware that if the person has a low amount of interest, too many details will bore them.

Stakeholders in the upper right are the difference between the project moving forward or not, so they will need to be managed closely and persuaded to support the project. Stakeholders in the upper left only care about the impact of the project so they will need to be kept satisfied to ensure project success. Stakeholders in the bottom right control the project or are affected by the project so they will need to be kept informed about the project. Stakeholders in the bottom left require little-to-no persuading or communication, so primarily focus on monitoring them.

High Power; Low Interest

High Power; High Interest

Low Power; Low Interest

Low Power; High Interest

Power

Interest

+Bill

Ron

Tanya

-Paul

-Patrick

Customers

Municipal By-Law Officers

Construction personnel

IT Staff

Support Staff

External General Contractor

# Communication Methods

|  |  |  |
| --- | --- | --- |
| **Stakeholder/Group** | **Frequency of Communication** | **Communication Method/Strategy** |
| Bill | Weekly | Face-to-face. Focus on maintaining his excitement. Request him to help get other mangers on-board with the project. |
| Ron | Daily/Weekly | Face-to-face. Persuade him on my ability to manage project and return a profit. |
| Tanya | Daily/Weekly | Face-to-face. Supply planning documents so she sees how the project will be done correctly the first time. |
| Paul | Daily | Face-to-face. Ensure to him that I will treat his staff with the utmost respect.  |
| Patrick | Daily | Because he hates me, I would focus on getting Bill to persuade him over. Once I persuade Ron, Tanya, and Paul, they can also assist. The goal is to overwhelm him into supporting the project. |
| IT Staff | Daily/Weekly | Manage, monitor, and provide feedback. Ensure goals and deadlines are being met. Provide instructions for upcoming tasks.  |
| Support Staff | Weekly | Public announcements. Focus on giving updates on the new location and how it is affecting them. Train them to use the new software. |
| External General Contractor | Daily/Weekly | Face-to-face. Exchange information about the building project to ensure construction project is meeting visions and goals. |
| Construction Personnel | Infrequent | Focus on monitoring their work. Ensure that none are slacking off. Most duties are handled by the contractor and his company. |
| Municipal By-law Officers | One-time | Face-to-face. Request building permits and supply information about the project. |
| Customers | Weekly/Monthly | Digital news, updates, and posts to drum up excitement and interest. Let impatient customers know their voice is being heard. |