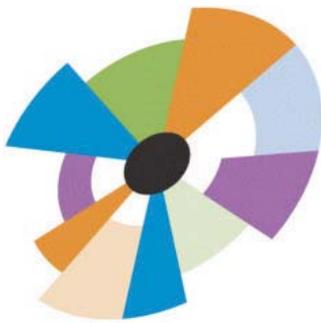




## MANAGING STAKEHOLDERS – A NEW PERSPECTIVE

Recognised international speaker, Dr. Lynda Bourne and seminar leader on the topic of stakeholder management visited Dublin in January to give a guest lecture to the Diploma in Applied Project Management class at the IMI.

Lynda is an Adjunct Assistant Professor at University of Maryland University College Adelphi, Maryland, USA. She was the first student to graduate from the Royal Melbourne Institute of Technology, Doctor of Project Management course with a professional Doctorate in Project Management (DPM).



For her thesis, Lynda investigated the concept that a project's success or failure is closely aligned with perceptions of the project held by its key stakeholders; and that project teams can manage these perceptions to create success. The research resulted in a new tool, the **Stakeholder Circle**®.

The tool is focused on improving project success rates by developing innovative and effective ways to help project teams: identify, prioritize, visualize, engage with, and monitor their unique stakeholder community.

The **Stakeholder Circle**™ has been devised to offer a mechanism for assessing the relative influence of each of the key stakeholders and planning ways to engage with and manage their expectations/contributions.

The benefit of using this tool is derived in part from the analysis process itself as well as from the ease with which the influence of key stakeholder's on the project can be judged once the 'Stakeholder Circle' diagram is complete.

The tool facilitates the regular updating of this assessment as the stakeholder community changes to reflect the dynamic nature of the project and its relationships. Changes and trends are tracked over time to help the team identify which engagement strategies are working and which need reviewing.



We actively encourage our members to contribute to the newsletter. If you would like to submit an article, observation, or commentary on any aspect of project management for publication in Project Management Ireland (pending approval from our editor, Tony McGettigan), please feel free to do so.

The address for all submissions is:

[newsletter@projectmanagement.ie](mailto:newsletter@projectmanagement.ie)



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