



MASTERING COMPLEX RESEARCH PROJECTS

HOW TO ENTHUSE YOUR KEY STAKEHOLDERS FOR IMPACT

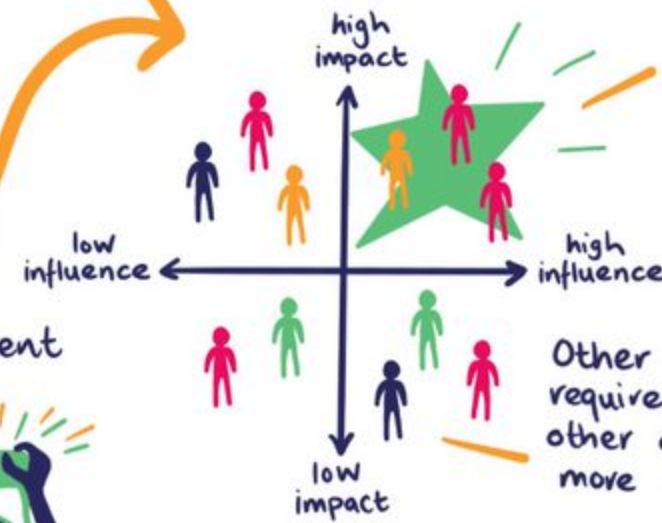


Natacha Wilson - Cambridge Insights

Stakeholder definition: any individual or group connected to your project



Stakeholder mapping tools (eg Johnson and Scholes) can inform your engagement strategy



Other stakeholders still require engagement - but other approaches may be more suitable...

Questions to ask yourself...

- ? Who are your project stakeholders?
- ? How do they see your project?
- ? What is their level of influence or impact (are they allies, blockers etc.)?
- ? How might you need to adapt your communication approach?



- including over time

Four top tips!

- 1 Seek to understand others BEFORE seeking to be understood
- 2 Manage expectations (consider including in contracts)
- 3 Celebrate successes and say thank you!
- 4 Encourage stakeholders to talk with each other...

Avoiding the "fog effect"...

- ~ do not make assumptions that stakeholders understand your project
- ~ Avoid jargon