

## **PMI Chapter Munich**

Course title: Stakeholder Management within Everyday Life of a Project  
Date, duration: 2008-05-16, 18:00 h – 20:00 h  
Location: Munich  
PDUs: 2  
Method: Facilitated discussion

### **Summary**

Proper stakeholder management is one key factor for the success of a project. The participants will share their experiences (good and bad) with each other and discuss various aspects of it. The participants will learn how stakeholder management is done in other companies, what kinds of experiences are being made and which tools are used which enables everyone to reflect and possibly improve ones own stakeholder management.

### **Agenda**

To initiate the discussion the facilitator makes a short introduction into the subject and supports the ongoing discussions with questions:

Q1: What are the most important tasks related to stakeholder management you always do throughout a project and what tools do you use? What problems will be avoided or minimized because of those tasks?

Q2: What do you do to understand the networks and decision mechanisms in the companies involved and related to stakeholders?

Q3: For which problems or risks regarding stakeholder management have you not been able to find a proper solution yet? May be someone else in the group has an idea that might help.

### **Handouts**

- this agenda
- list of web-links related to stakeholder management (can and will be enhanced by participants input)
- list of books

## Weblinks

Wikipedia	<a href="http://de.wikipedia.org/wiki/Stakeholder">http://de.wikipedia.org/wiki/Stakeholder</a>
Real life examples	<a href="http://www.projectstakeholder.com/">http://www.projectstakeholder.com/</a>
A380	<a href="http://www.projectstakeholder.com/2008/01/16/airbus-a380-and-project-stakeholder-management/">http://www.projectstakeholder.com/2008/01/16/airbus-a380-and-project-stakeholder-management/</a>
A fairy tale	<a href="http://www.computerworld.com/managementtopics/management/project/story/0,10801,105217,00.html?from=story_package">http://www.computerworld.com/managementtopics/management/project/story/0,10801,105217,00.html?from=story_package</a>
A tool	<a href="http://www.mindtools.com/pages/article/newPPM_07.htm">http://www.mindtools.com/pages/article/newPPM_07.htm</a>
Tools (\$)	<a href="http://www.projectsart.co.uk/stakeholder-management.html">http://www.projectsart.co.uk/stakeholder-management.html</a>
A tool	<a href="http://www.stakeholder-management.com/default.asp">http://www.stakeholder-management.com/default.asp</a>

## Books

PMBOK	See <a href="http://www.pmi.org">www.pmi.org</a>
Stakeholder Relationship Management	A Maturity Model for Organisational Implementation Gower Publishing Ltd, Aldershot, UK. Author: <a href="#">Dr. Lynda Bourne</a>
The influence of culture on stakeholder management	<b>HWZ Schriftenreihe für Betriebs- und Bildungsökonomie, Band 2</b>  <b>ISBN: 3-258-06810-0</b>
<b>From Customer Retention to a Holistic Stakeholder Management System</b>	Living a Vision Huber, Margit; O'Gorman, Susanne (Eds.) 2008, XVIII, 203 p. 88 illus., Hardcover ISBN: 978-3-540-77429-7
<b>Lizenz zum Managen.</b>	Sachs, S., Rühli, E., & Kern, I. 2007. <b>Lizenz zum Managen. Mit Stakeholdern zum Erfolg: Herausforderungen und Good Practices</b> Bern: Haupt Verlag. <i>(Will be pulished in English in summer 2008)</i>
<b>Practical Issues in Implementing the Stakeholder View</b>	Sachs, S., & Rühli, E. 2005. <b>Practical Issues in Implementing the Stakeholder View as a Core Competence.</b> In R. Sanchez, & A. Heene (Eds.),

<p><b>as a Core Competence</b></p>	<p><b>Competence Perspectives on Resources, Stakeholders and Renewal</b>, Vol. Volume 9</p>
<p><b>Der Stakeholder Ansatz - Ein umfassendes Framework des strategischen Managements</b></p>	<p>Sachs, S., &amp; Rühli, E. 2003. <b>Der Stakeholder Ansatz - Ein umfassendes Framework des strategischen Managements</b>. In K. e. a. Matzler (Ed.), <b>Werte schaffen - Perspektiven einer stakeholderorientierten Unternehmensführung</b>: 49 - 71. Wiesbaden: Gabler</p>
<p><b>Redefining the corporation - Stakeholder management and organizational wealth</b></p>	<p>Post, J. E., Preston, L. E., &amp; Sachs, S. 2002. <b>Redefining the corporation - Stakeholder management and organizational wealth</b>. Stanford: Stanford University Press.</p>

### Seminars

<p><b>Stakeholder Management</b></p>	<p><b>Stakeholder-Management und die Medien der I&amp;K</b>  Bauhaus-Universität Weimar Geschwister-Scholl-Straße 8 99423 Weimar</p>
<p><b>Stakeholder Management Strategy</b></p>	<p>The MSP™ Stakeholder Management Strategy (SMS) describes <b>who</b> the stakeholders are and <b>what</b> their interests and influences are likely to be, <b>how</b> the program will engage them, <b>what</b> information will be communicated and <b>how</b> feedback will be processed by the program Maven Training Ltd Flag House 31-33 Tanner St London SE1 3LE <a href="mailto:info@maventraining.co.uk">info@maventraining.co.uk</a></p>