Managing Stakeholder Alignment

- Vinod Giri, 18 April 2019
What is Alignment?

A position of agreement or alliance
- Oxford English Dictionary

Agreement or Cooperation among a group with a common cause
- Dictionary.com
Engaging Key Stakeholders

- Understand the stakeholder community
- Prioritize needs of key stakeholders
- Align objectives
- Establish Mutual respect
- Aligned approach / strategy
Engaging Key Stakeholders

1. Understand Stakeholders
2. Identify Stakeholder needs
3. Align Objectives
4. Mutual Respect
5. Aligned Approach or Strategies
Who are the Stakeholders?

- **Sponsor - YOU**
  Who gets bouquets or brickbats

- **Financial Decision Makers**
  Approve budgets, have lots of questions

- **Strategic Decision maker - Internal Customer**
  Whose problem your project will solve, have veto power

- **Champions**
  Those who can evangelize your work or strategy

- **Derailers**
  Can stop project, intentionally or unintentionally; outside obvious pool of stakeholders, but impacted by outcomes

- **Influencers**
  Have opinions or insights that should be considered.

- **Implementers**
  Who will put your strategy into action, have specific knowledge or expertise.
How often do we really walk this talk?
Needs of key stakeholders

Drivers for Supplier Selection

Customer Service

Supplier Flexibility

Short Delivery Lead times

Reliability
Essential Environment for Stakeholder Alignment

Align Objectives

Mutual Respect
Aligned approach / Strategy
Stakeholder alignment isn’t something that happens just once during your project. It happens over and over throughout the project—from inception to implementation. Getting and keeping stakeholders aligned throughout the process is hard work.

At every key point (or at regular intervals), don’t forget to stop, drop, and align.
Thank You