Project management 101 *by Zavanak*

4. STAKEHOLDERS

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4.1 Who are the stakeholders?

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Who are stakeholders?

Stakeholders are individuals or groups who will be affected by either the conduct, the output or the outcome of the project.

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Internal and external stakeholders

Internal stakeholders
Directly involved with the conduct of the project in some way

You can influence who these are

Everyone else
(7.6 billion people)

You have absolutely no control over who these are

External stakeholders
People **not** directly involved in the conduct of the project but who have an active interest in it

- Workers in the customer organisation or project suppliers may be external stakeholders.
- **People working in outside organisations can be internal stakeholders.**
- It depends on whether they have an active role on the project itself.

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Internal stakeholders at the hub of the project

Champion - influential protagonist or supporter who does not have access to the money

Sponsor – (or project owner) the powerful person with access to money and control over resources (this person is the 'customer')

Project manager – responsible and accountable for producing the output with the resources provided

Originator - (or initiator) the person who has the original idea for the project and promotes it with conviction

Project team members – bring specific skills and expertise

Eventual user – brings insight into the real life situation, and needs to be enthused about the project and its output, not resistant to them

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Some other potentially important stakeholders

Client

The group (or individual) that is buying the output. The sponsor reports to them.

Promoter

Advocates the case for the project and why their organisation should carry it out.

This is an important role in firms whose business is doing projects.

Project advisors

Provide expert advice to the project team, especially in the Definition and Planning phases.

May also act as a review board to assess proposals before they go forward for formal approval.

Entrepreneur

The person using a project as the means to set up a new commercial venture

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Stakeholder self-interest

This is my stepping stone to bigger things.

It will be a great opportunity for my business.

What a perfect way to try out our new technology.

I can prove what an effective campaigner I am.

Supporting/opposing this will boost my election chances.

This will improve my quality of life.

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Interveners

Any **groups or individuals** who can have a **significant negative (or sometimes positive) effect** on the project's development and conduct. Frequently their interests are around environmental, political, social, community, or consumer concerns about the project.

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