



Stakeholder Analysis – Pro-actively Managing the “Human Element”

Nyariana Maiko, Port of Long Beach
CCR: Strategic & Business Management




Stakeholder Analysis - Maximum Impact & Effectiveness

- ❖ What is Stakeholder Analysis Anyway?
- ❖ Why Perform a Stakeholder Analysis?
- ❖ How do you perform a Stakeholder Analysis?
- ❖ So what! Benefits and Results

How to work out who is important to you and why

What is Stakeholder Analysis Anyway?

❖ Stakeholders

- Who they are
- What they are
- Why should you care?



Why Perform A Stakeholder Analysis?

❖ Why should you care?

To effectively engage your stakeholders, you need to know what's important to them

- ✓ Draw out interests (or “non-interests”) of stakeholders
- ✓ Identify actual and potential conflicts of interest
- ✓ Identify viability of program beyond pure financial terms including social factors [*Human Element*]
- ✓ Identify *Relationships* between stakeholders and potential coalitions
- ✓ Prevent or pro-actively manage potential passive aggressive participants



How do you perform a Stakeholder Analysis?

- Very carefully!
- Does project size matter?
- Which tasks are essential?
 - ✓ Identify stakeholders
 - ✓ Create a stakeholder map
 - ✓ Identify stakeholder allegiance (confidentiality is essential)
 - ✓ Create a stakeholder management strategy
 - ✓ Create a communication plan



So What? Benefits & Results

- ❖ Stakeholders identified beyond typical financial ones
- ❖ Targeted and improved communication
 - ✓ Right type of communication
 - ✓ Right amount of communication
 - ✓ Right individuals/groups at the right time, right method
- ❖ PMs can move from order takers to strategic partners as *influencers* with key stakeholders
- ❖ Examples



Questions?



Stakeholder Analysis – Pro-actively Managing the “Human Element”

Nyariana Maiko, Port of Long Beach

CCR: Strategic & Business Management

Thank You!

