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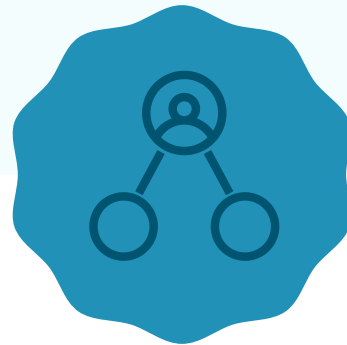
**strategies
for effective
stakeholder
management**



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Stakeholder mapping

Early in the project,
conduct a thorough stakeholder analysis
to identify your stakeholders.



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Influence is key

✦ Understanding levels of influence will allow ✦
you to predict how a particular stakeholder
may interact directly with your project team
or with others.



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Identify the triggers

Stakeholders will react in different ways to different project actions, however by identifying triggers and mitigation measures, you can avoid preventable complaints.



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Look for opportunities

Identify the stakeholders and investigate opportunities to leverage their positive perceptions as project advocates.



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