



Improving Stakeholder Engagement

- 1 Always consider their WIIFMs (What's In it For Me) and consider their perspective in framing discussions.
- 2 Identify a common interest with your stakeholder (does not have to be a work interest).
- 3 Buy them a cup of coffee and get to know them as a person.
- 4 Present visual materials that engage their part of the business so they are interested.
- 5 Consistently communicate so they know what to expect and when to expect it.
- 6 Bring treats for your stakeholder.
- 7 Be complimentary when the stakeholder is responsive to your requests for information.
- 8 Follow up with the stakeholder in the promised timeframe. If unable to do so, let them know you are delayed and will get back to them later.
- 9 Observe the stakeholder's body language and respond appropriately.
- 10 Acknowledge a stakeholder's disappointment or dissatisfaction rather than ignoring it.
- 11 Take time to listen to their frustrations and problems so they know they are heard.
- 12 Ask questions about their contribution to the solution so they know they are valuable.
- 13 Never gossip about other stakeholders, even if the stakeholder is trying to engage you in gossip.
- 14 When the stakeholder shares information in confidence, keep it confidential.
- 15 Be prepared. Don't waste their time.
- 16 Start and end on time.
- 17 Don't assume they know what's going on in the project.
- 18 Ask for their suggestions.
- 19 Show them actual working software to gain feedback, instead of asking them to look at documents.
- 20 Utilize interactive and collaborative facilitation techniques.