

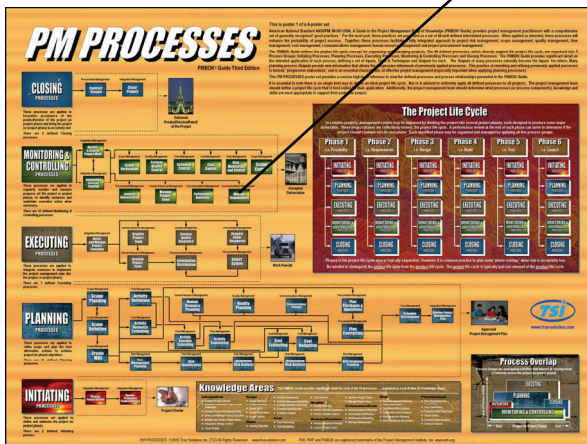
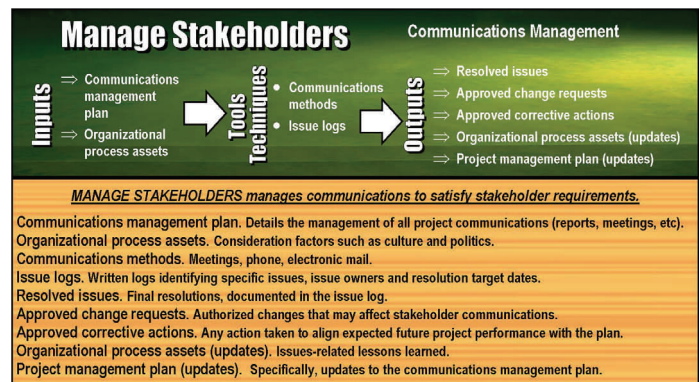


## Applying the Manage Stakeholders Process

In managing projects, you can be armed with the very best methodologies and automation our profession has to offer. But, it is *people* that make projects work ... either successfully or towards failure. This is why so much emphasis is placed on *people skills/soft skills* (especially communication) to help ensure success in project environments.

By applying the Manage Stakeholders process, you proactively enhance communication to satisfy the needs of project stakeholders. Actively managing your project stakeholders will result in many benefits:

- Unresolved issues can be minimized
- Stakeholder synergy can be maximized
- Disruptions can be minimized



## Manage Stakeholders Must Know Concepts

1. “The Manage Stakeholders process is applied to satisfy the needs of project stakeholders and to resolve issues with project stakeholders.”
2. “Actively managing project stakeholders increases the likelihood that the project will not be negatively impacted by unresolved stakeholder issues.”
3. “An issue log (or action-item log) is used to document and monitor the resolution of issues.”

