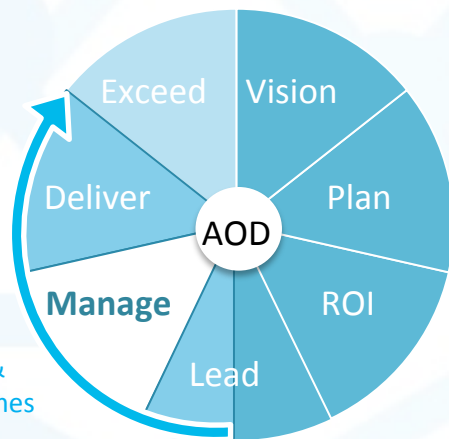


Assured  
Outcome  
Delivery

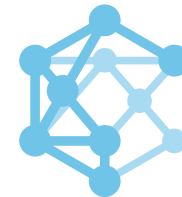
# Effective Stakeholder Management Intro



Some of the tools our team have used successfully with Clients to start projects well.....



2. Deliver Projects & Programmes Smarter



Assured  
Outcome  
Delivery

# Implementing Smarter with AOD

.....with effective Stakeholder Management & Communications Planning

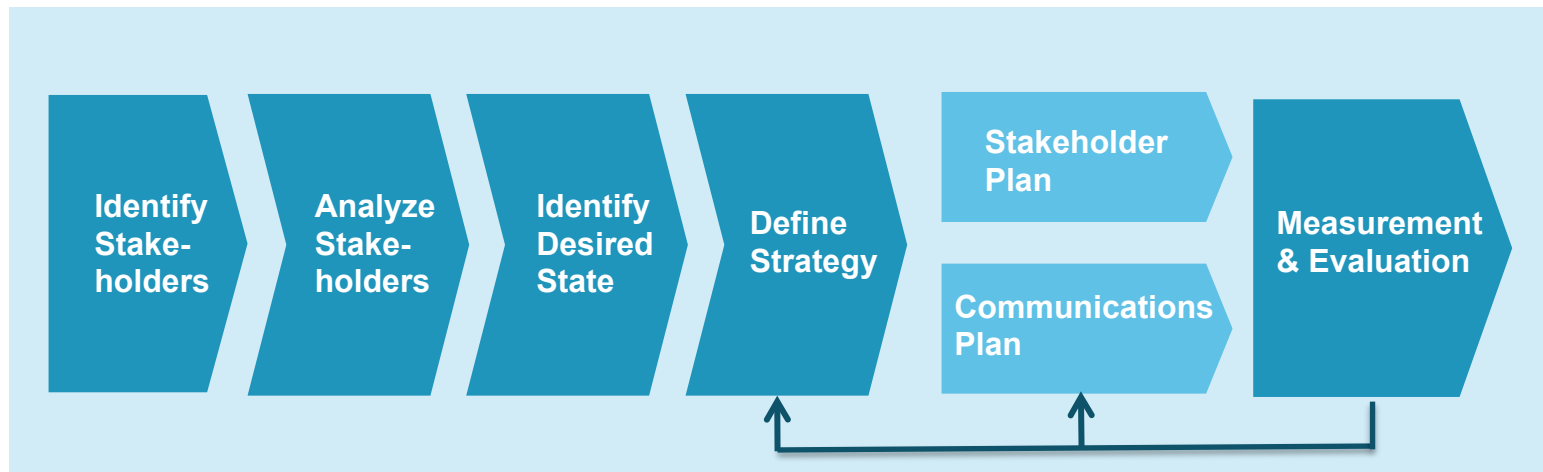
# Why use stakeholder management?

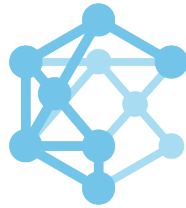
- We want all staff to be clear on what we are seeking to achieve (Change Vision) and our desired outcomes (Show-Me Events)
- We want - and need - to know who will be impacted by the change activities we are planning with AOD
- In order to engage successfully we need to devise a communication strategy to enable all staff, and clients understand the key question in change management – **What's In It For Me?**
- We also need to assess the degree our key stakeholders can influence the success of our efforts, and to determine what each want and need from the changes we are planning
- This toolkit builds on the good practice from our members and provides a 'how to' guide to effective interactions and communication planning
- Effective stakeholder management is one of the last elements of Prepare Better, Lead Brilliantly in AOD; effort in this area before we start implementation will make a real difference to the success we can deliver



# AOD Stakeholder Engagement Approach

- Conduct a baseline assessment of staff 'Readiness for Change' through survey
- Test understanding of change purpose and communication effectiveness to date through key staff interviews (including members and unions)
- Segment key stakeholders and assess their degree of support for and extent of influence on, the Change programme
- Design tailored communications plan in response to issues and views identified
- Allocate relationship owners to ensure key information needs are established and that comprehensive communications are tailored and delivered effectively, and satisfactorily
- Develop and agree all key comms messages prior to Training and Roll-Out





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Need help to influence key stakeholders?  
Want to access our toolkit?

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