



# Managing Stakeholder Alignment

- Vinod Giri, 18 April 2019

# What is Alignment ?

**A position of agreement or alliance**

- Oxford English Dictionary

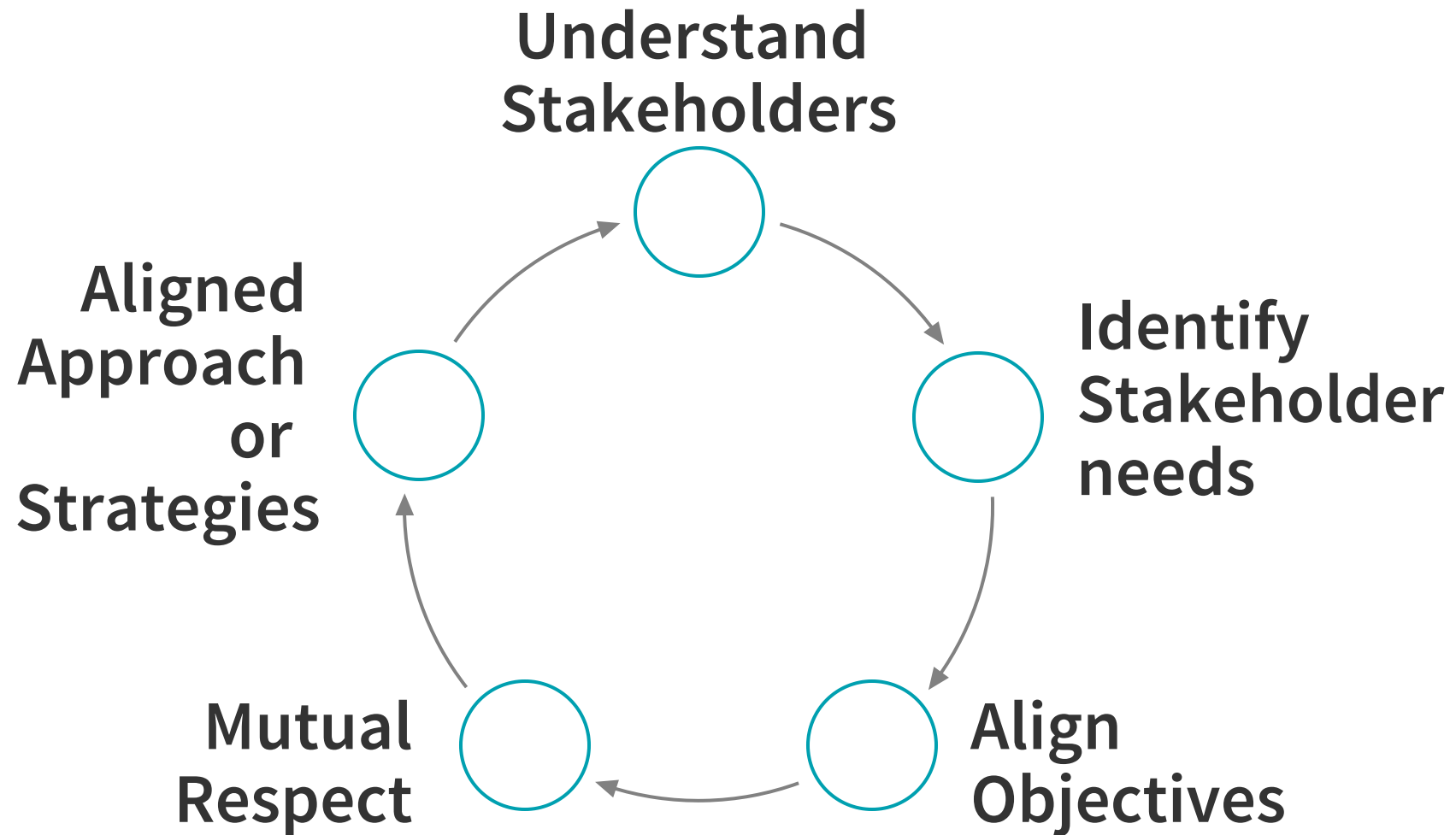
**Agreement or Cooperation among a group with a  
common cause**

- Dictionary.com

# Engaging Key Stakeholders

- Understand the stakeholder community
- Prioritize needs of key stakeholders
- Align objectives
- Establish Mutual respect
- Aligned approach / strategy

# Engaging Key Stakeholders



# Who are the Stakeholders ?

- **Sponsor - YOU**

Who gets bouquets or brickbats

- **Financial Decision Makers**

Approve budgets, have lots of questions

- **Strategic Decision maker - Internal Customer**

Whose problem your project will solve, have veto power

- **Champions**

Those who can evangelize your work or strategy

- **Derailers**

Can stop project, intentionally or unintentionally; outside obvious pool of stakeholders, but impacted by outcomes

- **Influencers**

Have opinions or insights that should be considered.

- **Implementers**

Who will put your strategy into action, have specific knowledge or expertise.

**How often do we really  
walk this talk ?**



# Needs of key stakeholders

Customer Service



Drivers for Supplier Selection



Reliability

Supplier Flexibility



Short Delivery Lead times



# Essential Environment for Stakeholder Alignment



**Align Objectives**



**Mutual Respect**



# Aligned approach / Strategy



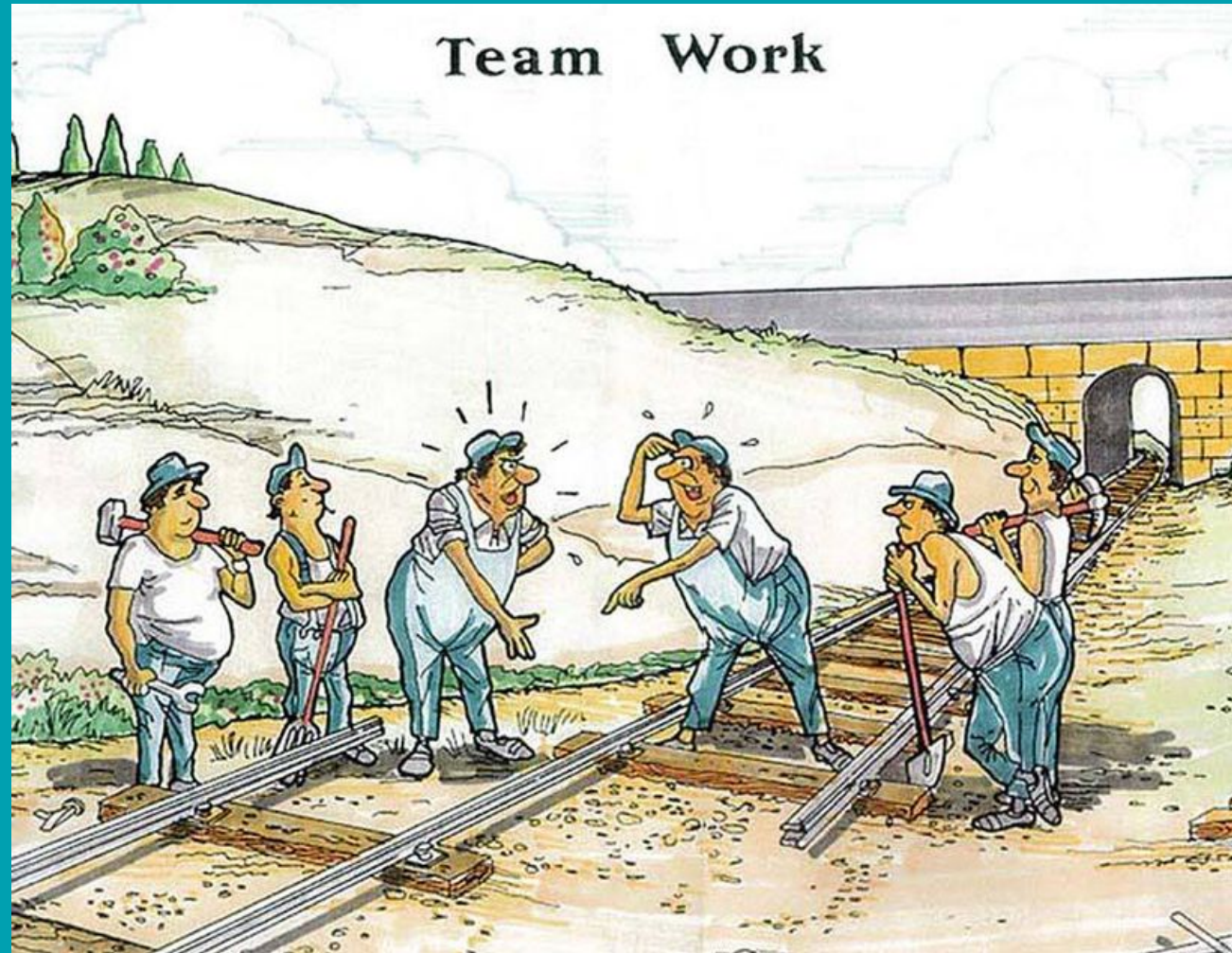
**Stakeholder alignment isn't something that happens just once during your project.**

**It happens over and over throughout the project—from inception to implementation.**

**Getting and keeping stakeholders aligned throughout the process is hard work.**

**At every key point (or at regular intervals), don't forget to stop, drop, and align.**

# Mis-Alignment



**Thank You**