

Plan Stakeholder Engagement



Purpose or Need

To plan an approach for establishing and maintaining effective working relationships with the stakeholders.



Value

Understanding who the stakeholders are, the impact of proposed changes on them, and the influence they may have on the change is vital to understanding what needs and expectations must be satisfied by a solution.



Solution

A defined stakeholder engagement approach that includes the list of the stakeholders, their roles and responsibilities, main characteristics, and also a collaboration and communication approach.



Techniques

Frequently used techniques:

- *Document Analysis;*
- *Interviews;*
- *Organizational Modelling;*
- *Scope Modelling;*
- *Stakeholder List, Map, Persona.*

Refer to the **BABOK Guide v3** for the complete list of techniques.



Stakeholder

Typically involves sponsors, project managers, domain subject matter experts, customers, and anyone that will impact or be impacted by the initiative.



Description of Change

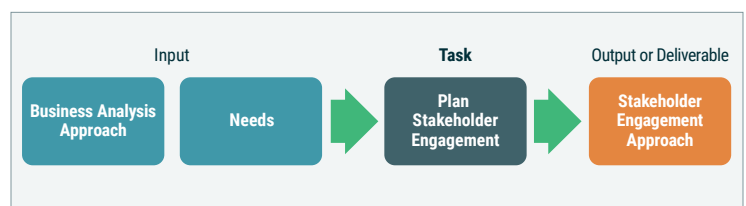
Plan Stakeholder Engagement describes identifying which stakeholders are relevant to the change, what is their role in the change, what are their main characteristics, what information business analysis professionals need from them, what information they need from business analysis professionals, and the best way to collaborate with them, having in mind their communication needs.

Reference (Guidelines and Tools)

The following resources, if they exist, can be used to transform the inputs into the outputs:

- Business Analysis Performance Assessment;
- Change Strategy;
- Current State Description.

Task Inputs and Outputs



Consider...

Effectively engaging stakeholders is critical for a success.

Example: Consider a business data analytics initiative where data is sourced, assessed, and analyzed to drive key insights. Getting approval for a team's recommendations often depends on how engaged stakeholders have been throughout the process.

See [Guide to Business Data Analytics – 2.1.2 Identify and Understand the Stakeholders](#)

Certifications: ECBA, CCBA, CBAP – Refer to the **BABOK® Guide** for study purposes

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