

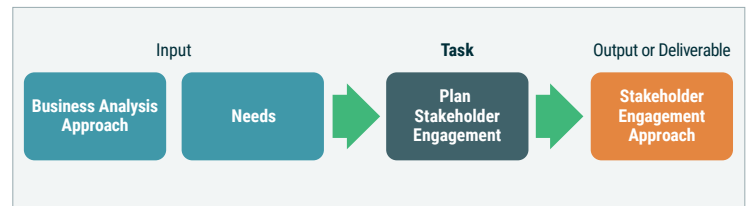
Plan Stakeholder Engagement

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



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 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 their roles are in the change, what their main characteristics are, 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.

Consider...

Effectively engaging stakeholders is critical for a success.

In the context of business analysis, it's vital to recognize when to involve cybersecurity experts. You don't need to be a cybersecurity expert, but you must know when to bring them in to guide the conversation effectively and address stakeholder concerns. Your role is to ask the right questions and ensure alignment with cybersecurity best practices.

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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