Using the

Stakeholder Circle®

Software

Part 8: Step 5 – Measure effectiveness

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Contents by section (each section can be downloaded separately)

Download additional parts of this manual from:

http://www.stakeholdermapping.com/stakeholder-management-software-and-tools/98/

Measure effectiveness

Each screen will give you all the information that you have already entered to assist in decisions about 'support' and 'receptiveness' Explanations are provided when you select a button. You can also find definitions in the 'help' files in the software.
You will need to define both current and target engagement profiles in this screen.
In this case no additional communication is necessary, the engagement profile of the stakeholder is at the necessary level.

In the case of this stakeholder the red box indicates that this stakeholder is not as engaged as necessary for success of the project and additional communication beyond the regular reporting will be necessary.

This data will then form the baseline for measuring improvements in engagement as a result of any communication that has been planned and implemented

The results of Step 4: *engage* activities are summarised on the 'stakeholder list'

The recommended practice will be to focus additional communication implementation on those stakeholders showing a red or yellow result.