



SRMM®

Engaging effectively and ethically with key stakeholders to help create a successful project outcome requires significant levels of skill and maturity. The Stakeholder Relationship Maturity Model (SRMM) defines five levels of maturity and suggests a route most organisations can follow to progress from ‘Level 1’ to ‘Level 5’.

SRMM Stage	Features	Methodology Steps	Reporting / Tools	Comments
1. Ad hoc: some use of processes	One area recognises the need for improved SHM	Generally focuses on simplified selected steps. Sometimes just Steps 4 and 5	Self-developed tools - Word templates - Spreadsheet lists	Requires continuous and significant management ‘push’ to maintain impetus
2. Procedural: focus on processes and tools	SHM introduced as part of implementation of consistent processes (perhaps result of CMMI assessment)	Sometimes all five steps but truncated and simplified	Standardised tools - Word templates - Spreadsheets with macros - Simple database	Require continuous and significant management ‘push’ to maintain impetus
3. Relational: focus on the stakeholders and mutual benefits	Recognition of usefulness for competitor analysis, or support for mergers/acquisition	All five steps implemented. Move towards valuing insights / information in decision making	Fully functional tools - Spreadsheets with macros - Sophisticated databases	Useful for specific applications or events; rarely with an intention of continuous application
4. Integrated: methodology is repeatable and integrated	‘Business as usual’ application using the full methodology for all projects and selected operational work	Steps 1 – 5 with Step 4: engage and Step 5: being vital for evidence of success	Graphic reports, visualisation, engagement profiles, etc, used in management reports and KPIs	The methodology and tool are used as a demonstration of repeatable application within that part of the organisation
5. Predictive: used for health checks, predictive risk assessment and management:	Implementation of the full methodology and supporting tools tool	Steps 1 - 5. ‘Lessons Learned’ & comparative data. Integrated data across programs, etc.	Trend reporting, pro-active risk identification (unusual profiles) Comparison between projects and different categories of work	Organisation –wide and complete focus on continuous improvement as competitive advantage

For more on the **Stakeholder Circle®** including White Papers, Published Papers, Books and reviews, see: <http://www.stakeholdermapping.com/>