

Stakeholder management and High Blues

This document provides an insight into how people with the iMA High Blue communication style will perceive the principles and application of stakeholder management. To get the benefit of this page you first need to understand your own preferred style (or colour) and, ideally, those of your colleagues.

This page follows the format of the Praxis stakeholder management plan. Since the policy section is common to all Praxis management plans you can view that in a separate document available [here](#).

Goals

The goals of stakeholder management are to:

- ensure that the views and attitudes of all stakeholders are understood;
- influence stakeholders to be supportive of the work wherever possible;
- maximise the impact of supportive stakeholders;
- minimise the impact of unsupportive stakeholders.



A High Blue would typically propose or want to see:

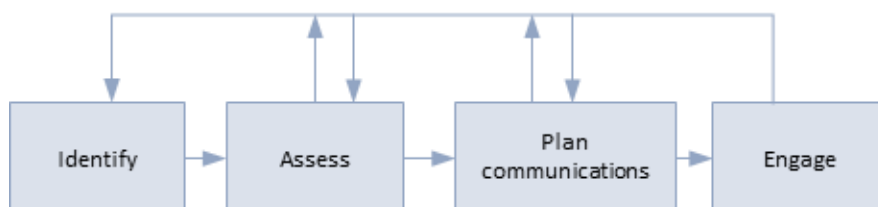
- key individuals engaged in the process and given the opportunity to contribute;
- clearly identified roles for managing stakeholders;
- a focus on subjective measures as well as objective in particular the impact of risk on people;
- a cautious approach to engaging and influencing stakeholders.

A High Blue would typically be perceived as:

- supportive of engaging with stakeholders on a primarily one-to-one basis;
- building deep personal relationships with a small number of people;
- having a low appetite for risk as they are typically cautious in their outlook;
- keen to follow protocols and processes in full where they are defined.

Procedure

When defining or implementing the specific steps in the stakeholder management procedure a High Blue would focus in the following ways.



Identify

A High Blue would typically propose or want to see:

- involvement of people in identifying stakeholders through one-to-one discussions and possibly workshops;
- inclusion of stakeholders that are not necessarily vocal or actively aiming to engage;
- communication with people from previous projects to obtain lessons learned, focusing on the impact on people of the engagement process.

Assess

A High Blue would typically propose or want to see:

- the use of qualitative techniques for assessing stakeholders;
- the opportunity to seek additional information regarding individuals to ensure there is a full understanding of their position;
- comprehensive processes for the assessment of stakeholders;
- clearly defined responsibilities to ensure they are perceived as doing what is expected of them.

Plan communications

A High Blue would typically propose or want to see:

- considered decision making regarding the allocation of responsibilities and actions for each stakeholder;
- a high level of contingency in the planned effort for engagement to ensure that stakeholders can be listened to and unforeseen circumstances can be dealt with.

Engage

A High Blue would typically propose or want to see:

- strong personal relationships being built;
- fair allocation of responsibilities for those involved;
- a clear process for monitoring of response actions and means of agreeing any changes in strategy.