

## Stakeholder management and High Greens

This document provides an insight into how people with the iMA High Green 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 Green would typically propose or want to see:*

- an explanation of what stakeholder management is aiming to achieve;
- a consistent and systematic approach to identifying, assessing and engaging with stakeholders;
- a focus on objective information about stakeholders so that a considered approach can be identified.

*A High Green would typically be perceived as:*

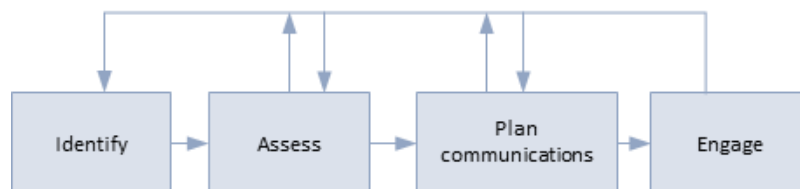
- engaging with the minimum number of stakeholders, typically in a limited manner;
- cautious in engaging with stakeholders until there has been adequate assessment and consideration of the objectives of engagement;
- supportive of methodical and proven techniques to assess and engage stakeholders.



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## Procedure

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



### Identify

*A High Green would typically propose or want to see:*

- methodical and objective techniques for identifying stakeholders;
- consideration of lessons learned from previous projects and how they can be applied.

### Assess

*A High Green would typically propose or want to see:*

- quantitative tools and techniques for assessing stakeholders;
- sufficient objective information to allow informed decisions to be made;
- adequate time to make these decisions;
- details of the way the tools should be used e.g. protocols regarding the type of engagement and defined scales of importance, interest etc.

### Plan communications

*A High Green would typically propose or want to see:*

- a methodical and formal approach when communicating with stakeholders;
- detailed planning based on an agreed structured approach to communication;
- conservative projections as to what influence can be achieved;
- a focus on communicating with detractors rather than supporters to understand why they hold this position.

### Engage

*A High Green would typically propose or want to see:*

- clear and comprehensive responsibilities agreed with each person and adequate time to carry this out;
- a structured process for monitoring stakeholder engagement, which requires formal assessment of all engagements;
- formal and business-like relationships to be built with stakeholders.