

## Stakeholder management and High Yellows

This document provides an insight into how people with the iMA High Yellow 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

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

- a high level of discussion within the team and engagement with stakeholders;
- a clear message that stakeholder engagement increases the likelihood of successful delivery;
- a focus on qualitative measures during the assessment;
- identification and inclusion of a broad range of stakeholders in the engagement process;
- identification of short term responsibilities for engaging stakeholders.

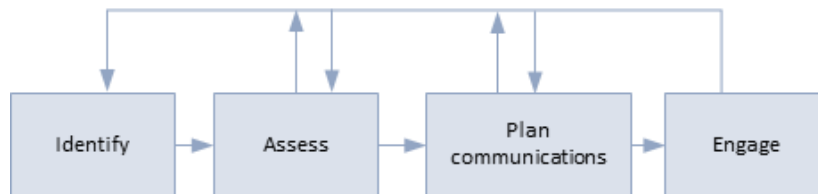
*A High Yellow would typically be perceived as:*

- enthusiastic about engaging with stakeholders in particular in groups or through workshops;
- applying the minimum level of process and analysis before engaging with stakeholders;
- engaging with a broad range and number of stakeholders in a personable way;
- building a large network of stakeholders whose opinions can be sought;
- being overly optimistic about the level of influence that can be achieved.



## Procedure

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



### Identify

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

- the involvement of team members in identifying stakeholders, workshops and discussions;
- a broad range of stakeholders being identified that can then be pared down through a prioritisation process;
- communication with people from previous projects to obtain lessons learned;
- equal focus on those who oppose as well as support the project.

### Assess

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

- the assessment of stakeholders with a minimal level of formality;
- the adoption and use of qualitative techniques for assessing stakeholders involving the opinions of multiple team members;
- flexible processes for the assessment of stakeholders.

### Plan communications

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

- quick decision making regarding the allocation of responsibilities for communication;
- a high level of resources and time being committed to the communication process;
- a means of incentivising people to communicate with stakeholders given the importance they put on it.

### Engage

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

- actions followed up by those identified as being responsible;
- informal relationships being created with a large number of stakeholders;
- a flexible and simple means of monitoring progress.