



Stakeholder Circle™

Using the *Stakeholder Circle®* Software

Part 8: Step 5 – Measure effectiveness



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Contents by section (each section can be downloaded separately)

1. Getting started
2. Login:
 - to trial version
 - to full version
3. Applying the methodology
4. Data input: Step 1 – Identify
5. Data input: Step 2 – Prioritize
6. Data input: Step 3 – Visualize
7. Data input: Step 4 – Engage
8. **Data input: Step 5 – Measure effectiveness**
9. Plan Communication
10. Version control
11. Update stakeholders
12. Review changes
13. Reports
14. Other functions
15. Getting help

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 effectiveness. 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 screenshot shows the 'Stakeholder Identification: august' screen in the Stakeholder Circle software. The interface includes navigation buttons like 'Main Menu', 'New Stakeholder', and 'Help'. Below these are sorting options and an 'Edit Process' dropdown menu currently set to 'Engage'. The main part of the screen is a table listing 16 stakeholders with columns for Name, Classification, Priority, Open Issues, Total Reports, Engagement Index, Status, and View Full Details. A red oval highlights the 'Engagement Status' column, showing various colored indicators (yellow, red, green) for each stakeholder. The status for Miles Green is yellow, while others like Emily Brown and Fred Orange are red.

Name	Classification# 1	Classification# 2	Priority	Open Issues	Total Reports	Engagement Index	Status	View Full Details
Miles Green	Team	None(No ac...	1	0	0	61.60	Yellow	Details
Emily Brown	Snr. mmen...	Area 3	2	0	0	50.00	Red	Details
Fred Orange	None(No ac...	None(No ac...	3	0	0	25.00	Red	Details
Rose White	Snr. mmen...	None(No ac...	4	0	0	25.00	Red	Details
Steven Smith	None(No ac...	None(No ac...	5	0	0	50.00	Green	Details
Joseph Cotton	None(No ac...	None(No ac...	6	0	0	25.00	Red	Details
Nick Frederick	None(No ac...	None(No ac...	7	0	0	61.60	Yellow	Details
Maria Johnson	None(No ac...	None(No ac...	8	0	0	75.00	Green	Details
Carlos Guitano	None(No ac...	None(No ac...	9	0	0	50.00	Green	Details
Martin Sanders	Team	Area 3	10	0	0	75.00	Green	Details
Chang Ellen	None(No ac...	None(No ac...	11	0	0	36.24	Yellow	Details
Kanye West	Customers	None(No ac...	12	0	0	10.36	Red	Details
Andrew Johnson	Suppliers	Area 5	13	0	0	50.00	Green	Details
George Jones	Customers	None(No ac...	14	0	0	75.00	Green	Details
Joan Blue	None(No ac...	None(No ac...	15	0	0	10.36	Red	Details
Patrick French	None(No ac...	None(No ac...	16	0	0	75.00	Green	Details

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.

