



Managing Stakeholders as Clients

Mário Henrique Trentim

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Your project operates in a dynamic world of stakeholders: from the familiar members of your local project team to hidden project opponents that are not listed on any organizational chart. And your success hinges on your ability to meet or exceed their expectations. Success in this rapidly changing environment mandates a new approach. Veteran project management practitioner and professor Mário Trentim, PMP, PMI-RMP, PRINCE2, offers project managers a new solution: use Complex Sales techniques to engage stakeholders as clients. Written in a candid and conversational style, this highly accessible guide effortlessly blends theory with proven practice in order to equip you with new tools and techniques you can apply right away. The book begins by establishing a working understanding of advanced stakeholder theory. It then takes you step-by-step through the complex stakeholder management process. Drawing equally upon experience, cutting-edge research and proven management models, the book teaches how to identify and engage stakeholders up front, how to find out what they really want and how to manage, monitor and control their engagement throughout your project. This invaluable guide focuses solely on presenting what works, so its approach interweaves insights from a wide range of perspectives: the *PMBOK® Guide*, Agile, PRINCE2, Emotional Intelligence, Soft Systems Methodology ... even Sun Tzu and Machiavelli are referenced within its pages.

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