

## USER MANUAL

Welcome to the user manual for the StakeholderShape software.



To start to enjoy the software be sure that you edit all the necessary information to manage your stakeholders.

First of all give a look on the setting menu: click on

Setting value menu

+ To Insert a new Item: Write the value and press the enter button.  
 ✎ To Edit an Item: Select item press the Edit button, change the value and confirm it by repressing the edit button.  
 ✖ To Delete an Item: Select item and press the Delete button.  
 📧 To Edit Stakeholder email, company and address

LINEAR Line 60  
 INTERACTIVE Line 40

<<<<<< Select a color

Risk register	Stakeholder register	Stakeholder Type e Color	Com: (Deliverable List)
U Business impact risks U Customer related risks F Development environment risks F Failure to gain user commitment F Failure to manage end user expectatic F Lack of adequate user involvement F Lack of an effective project managemen F Lack of top management commitment F Misunderstanding of requirements F Process issue risks F Product size risks	U Chief Creative Officer (CCO) U Chief Executive (CEO) F Chief Finance Officer (CFO) F Chief Information Officer (CIO) F Chief Operations Officer (COO) F Chief Technology Officer (CTO) F Competitors F Customers F Designers F Directors F External Project Manager	orange Association blue External Project Manager red External Sponsor violet External Stakeholder yellow Government dark green Internal Sponsor cream Internal Stakeholder grey Project Management Team bordeaux Project Manager green Virtual Stakeholder	F Issues log F Meeting agendas F Meeting minutes F Meeting schedule F Monthly status repor F One-off reports/pres F Project budget F Project charter F Project plan F Project resource pla F Risk log

Risk: (Action List)	Risk: (Category List)	Risk: (Impact Area/Service)	Com: (Channel List)
F Accept F Avoid F Mitigate F Transfer	F Business impact risks F Construction Risks F Customer related risks F Design Risks F Development environment risks F Engineering Services Risks F Organizational risks F Process issue risks F Product size risks F Project Management risks F Technical issue risks	F Customer Service Office F Finance Office F Human Resource F Human Resource Office F Legal Office F Manufacturing F Production F Supply Office	F Chat room F Email F Internet Discussion Forum F Intranet F Meeting F Newsletter F SMS messages on cell pho F Telephone F Telephone/video confere F Web Site



This is the default example that you can use but you can also start your activity from a new project (this means that you have all the registers empty (stakeholders and risks register, such as the risks Action List, Impact List, Channel List etc...)).

In this form you can also change some important settings:

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U Business impact risks	U Chief Creative Officer (CCO)	orange Association	F Issues log
U Customer related risks	U Chief Executive (CEO)	blue External Project Manager	F Meeting agendas
F Development environment risks	F Chief Finance Officer (CFO)	red External Sponsor	F Meeting minutes
F Failure to gain user commitment	F Chief Information Officer (CIO)	violet External Stakeholder	F Meeting schedule
F Failure to manage end user expectatic	F Chief Operations Officer (COO)	yellow Government	F Monthly status repor
F Lack of adequate user involvement	F Chief Technology Officer (CTO)	dark green Internal Sponsor	F One-off reports/pres
F Lack of an effective project managemen	F Competitors	cream Internal Stakeholder	F Project budget
F Lack of top management commitment	F Customers	grey Project Management Team	F Project charter
F Misunderstanding of requirements	F Designers	bordeaux Project Manager	F Project plan
F Process issue risks	F Directors	green Virtual Stakeholder	F Project resource pla
F Product size risks	F External Project Manager		F Risk log

Risk: (Action List)	Risk: (Category List)	Risk: (Impact Area/Service)	Com: (Channel List)
F Accept	F Business impact risks	F Customer Service Office	F Chat room Interactive
F Avoid	F Construction Risks	F Finance Office	F Email Linear
F Mitigate	F Customer related risks	F Human Resource	F Internet Discussion Forum Interactive
F Transfer	F Design Risks	F Human Resource Office	F Intranet Linear
	F Development environment risks	F Legal Office	F Meeting Interactive
	F Engineering Services Risks	F Manufacturing	F Newsletter Linear
	F Organizational risks	F Production	F SMS messages on cell pho Linear
	F Process issue risks	F Supply Office	F Telephone Interactive
	F Product size risks		F Telephone/video conferer Interactive
	F Project Management risks		F Web Site Linear
	F Technical issue risks		

The linear and interactive line threshold. Basing your choice on the stakeholdershape methodology (see the academic paper for major details), you can chose to communicate with your stakeholders generally in a way more or less interactive (it depends on time, cost, etc...). You can also change the three back color of the graphic by clicking on here

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INTERACTIVE Line 40

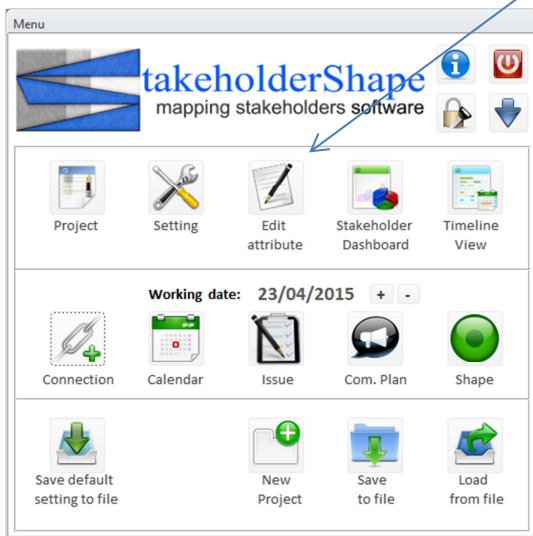
<<<<< Select a color

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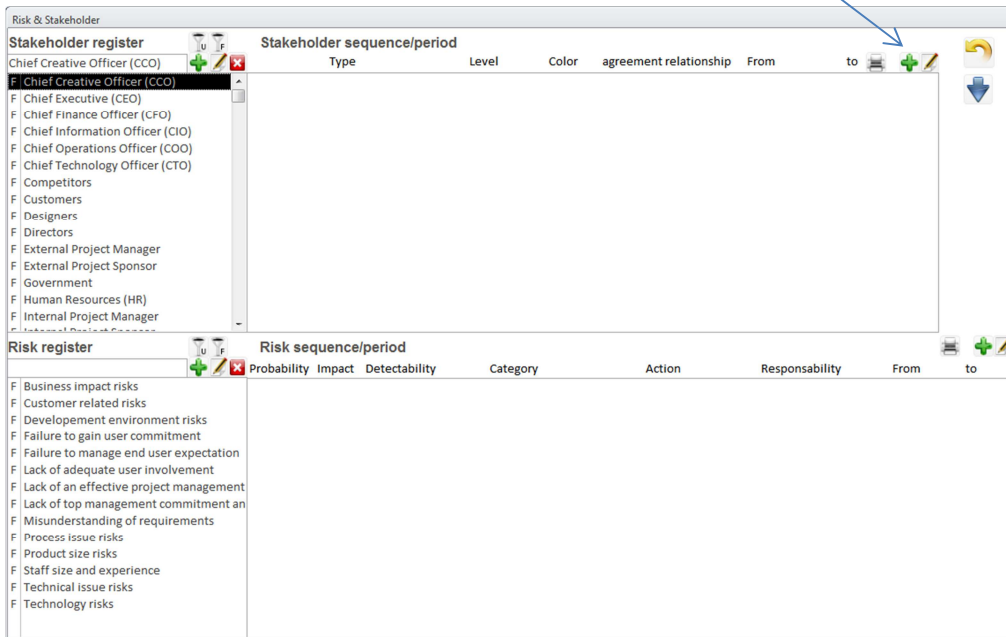
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Click on to return to the main menu.

To set up your stakeholders and risks click on



To add the sequence/period select a stakeholder and then click on



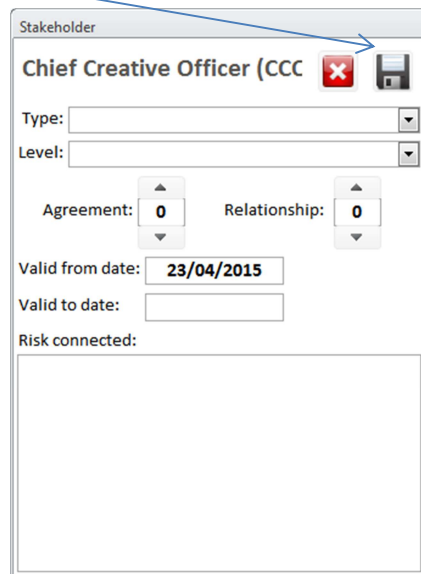
An important information about the stakeholder is the type because this influence the frequency of the communication in the project communication plan form.

The suggested frequency is set up upon the table below.



Frequency_ID	Frequency_name	day	Level
1	Daily	1	4
2	Weekly	7	3-4
3	Monthly	30	2-3-4
4	Two-months	60	1-2-3
5	Three-months	90	1-2
6	Four-months	120	1-2
7	Five-months	150	1-2
8	Six-months	180	1-2
9	One-Year	365	1-2
10	Una tantum	0	0
11	When you need it	0	0

This means that if you choose level “Platinum” the software set the level value “1” and the correspondence frequency will be id frequency 4-5-6-7-8-9. Remember to set also the agreement and relationship value!

Compile the form and then click on



Stakeholder

Chief Creative Officer (CCC)  

Type:

Level:

Agreement:  Relationship:

Valid from date:

Valid to date:

Risk connected:

Now you set up the characteristics of one stakeholder as shown in the figure below (you must click on the stakeholder name to see the characteristics)..

The screenshot shows the 'Risk & Stakeholder' window. On the left is the 'Stakeholder register' with a list of roles. The 'U Chief Creative Officer (CCO)' is selected. On the right is the 'Stakeholder sequence/period' table, which is highlighted with a red box. Below it is the 'Risk register' with a list of risk types.

Stakeholder sequence/period						
Type	Level	Color	agreement relationship	From	to	
Association	Gold	orange	50 80	23/04/2015		

The state of the stakeholder changes from F (free) to U (used).

Make the same with the risks.

Then click on 

Go to Connection to build the risks/stakeholders matrix

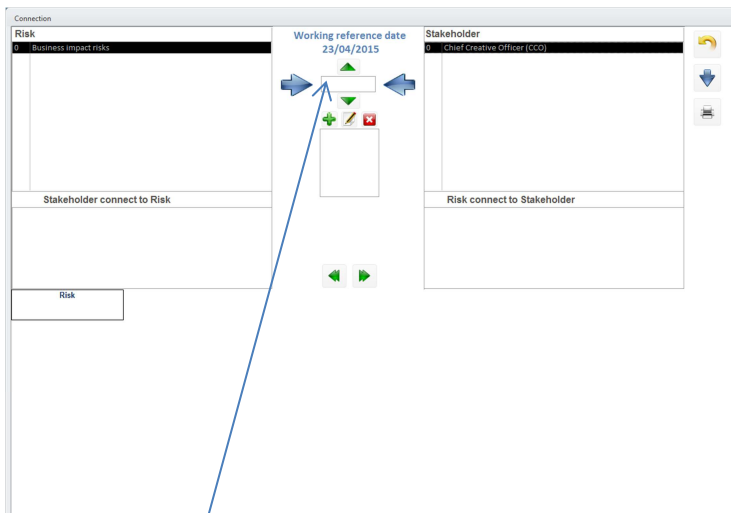
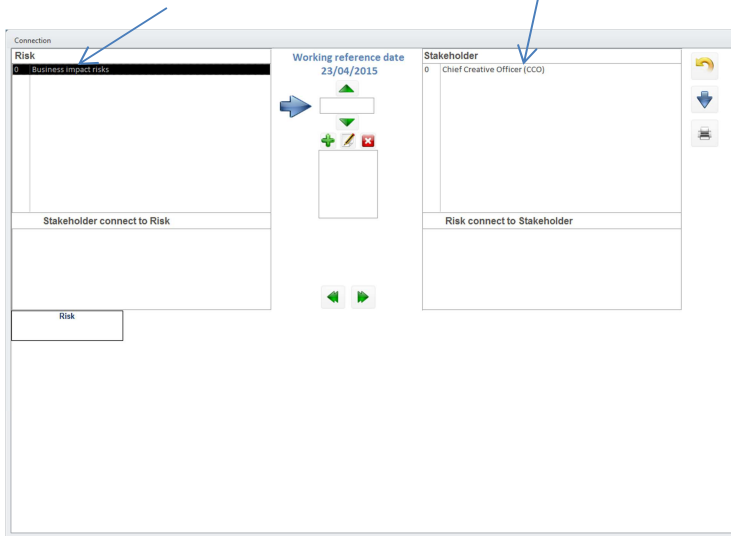
The screenshot shows the main menu of the StakeholderShape software. It includes a logo, a 'Working date' field set to '23/04/2015', and several icons for different functions. The 'Connection' icon is highlighted with a blue arrow.

Menu items:

- Project
- Setting
- Edit attribute
- Stakeholder Dashboard
- Timeline View
- Connection
- Calendar
- Issue
- Com. Plan
- Shape
- Save default setting to file
- New Project
- Save to file
- Load from file

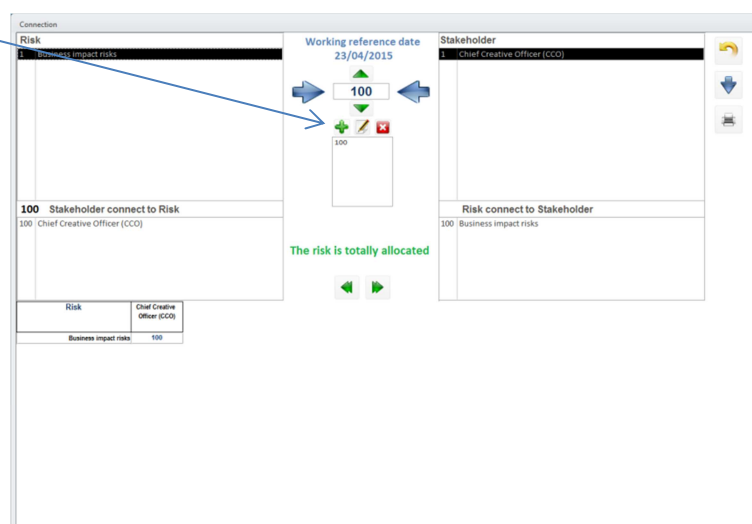


Select with a click the risk and the relative stakeholder that you want to associate.



Write the value of incidence on that risk for each stakeholder (in this case, as we have only one stakeholder, the value will be 100 that means that the probability for the risk to occurs is totally depending on one stakeholder).

Click on



Now the risk is totally allocated and your matrix is built.

Connection

**Risk**

1 Business impact risks

**Stakeholder**

1 Chief Creative Officer (CCO)

Working reference date  
23/04/2015

100

100

The risk is totally allocated


100 Stakeholder connect to Risk


100 Chief Creative Officer (CCO)

Risk connect to Stakeholder

100 Business impact risks

Risk	Chief Creative Officer (CCO)
Business impact risks	100

Click on 

Now click on  to build your stakeholdershape map.

Menu

**StakeholderShape**  
mapping stakeholders software

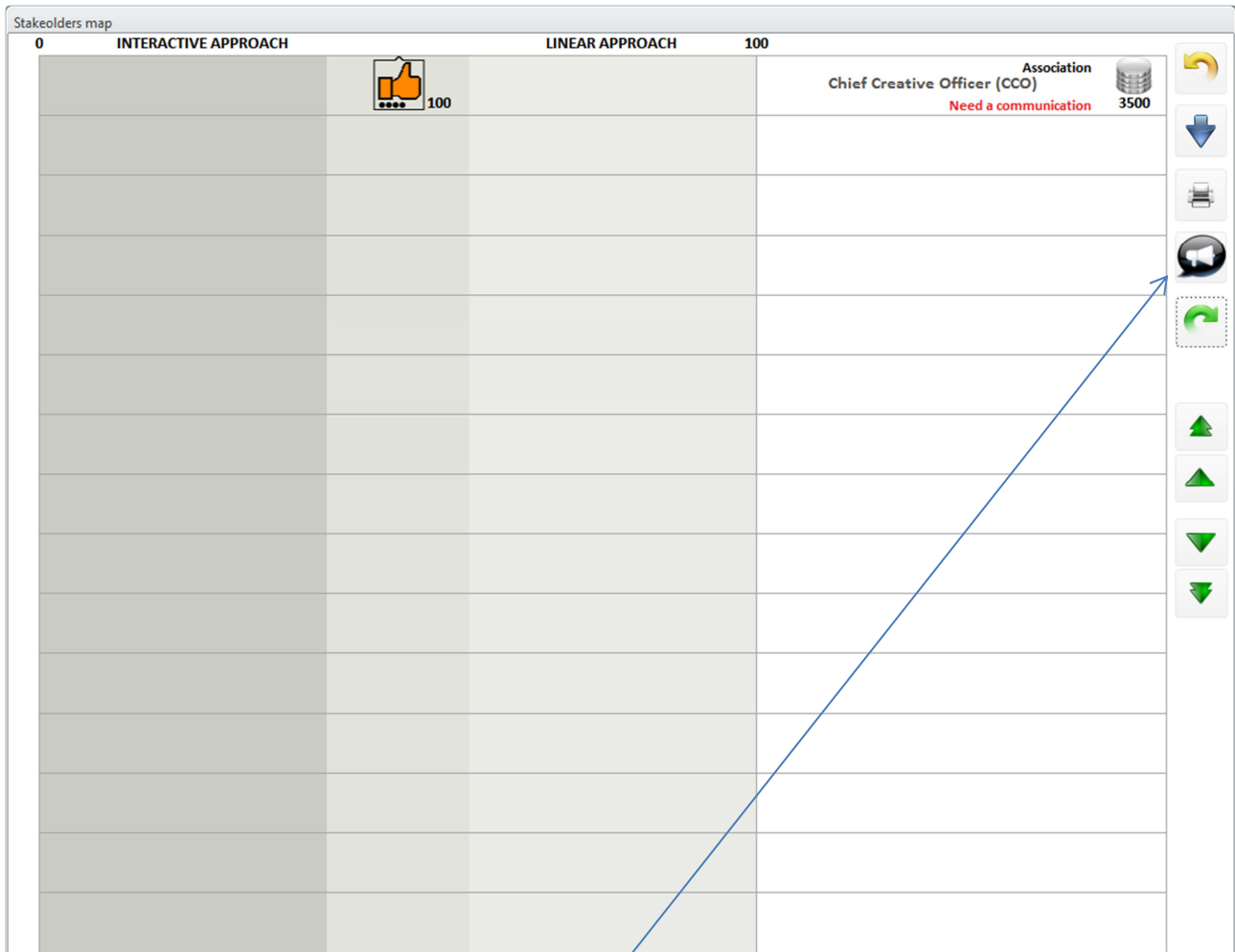
Project Setting Edit attribute Stakeholder Dashboard Timeline View

Working date: 23/04/2015

Connection Calendar Issue Com. Plan Shape

Save default setting to file New Project Save to file Load from file





From here you can build your communication plan

The 'Communication' form interface includes fields for 'Type', 'Frequency', 'Channel', 'Deliverable', 'Owner', 'Recipient', 'From', and 'To'. The 'Frequency' dropdown menu is open, showing a list of suggested frequencies: Monthly, Two-months, Three-months, Four-months, Five-months, Six-months, and One-Year, each marked as 'suggested'. A blue arrow points from the text 'Basically the software suggest you which type of frequency and the channel you have to use for the specific stakeholder' to the 'Frequency' dropdown menu.

Basically the software suggest you which type of frequency and the channel you have to use for the specific stakeholder (this suggestion is based upon the level of the stakeholder that you have chosen and the stakeholdershape map algorithm for the channel). However you can unblock the suggestion by clicking here and set your favorite frequency and channel

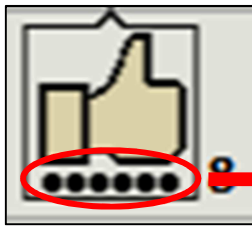
[illegible]

The **agreement** avatar (the inside color is the one decided in the setting form for the specific stakeholder)

The **relationship** avatar (the inside color is the one decided in the setting form for the specific stakeholder)



The overall risk value



The distance between relationship and agreement values:

no dots - Very distance values

°° quite distance values

°°°° somewhat near values

°°°°°° very near values



Perfect balance between relationship and agreement values



The systemic area value



The priority of the stakeholder, calculated with the systemic area approach, has scaled up of three or more positions