

## 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

The screenshot shows the 'Setting value menu' with instructions for inserting, editing, and deleting items. It also shows the 'Stakeholder Type e Color' section with a color selection tool, and various management registers: Risk register, Stakeholder register, Stakeholder Type e Color, Com: (Deliverable List), Risk: (Action List), Risk: (Category List), Risk: (Impact Area/Service), and Com: (Channel List).

**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

**Risk register**

- U Business impact risks
- U Customer related risks
- F Developement environment risks
- F Failure to gain user commitment
- F Failure to manage end user expectatice
- F Lack of adequate user involvement
- F Lack of an effective project manageme
- F Lack of top management commitment
- F Misunderstanding of requirements
- F Process issue risks
- F Product size risks

**Stakeholder register**

- 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

**Stakeholder Type e Color**

Color	Type
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

**Com: (Deliverable List)**

- 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)**

- F Accept
- F Avoid
- F Mitigate
- F Transfer

**Risk: (Category List)**

- F Business impact risks
- F Construction Risks
- F Customer related risks
- F Design Risks
- F Developement 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

**Risk: (Impact Area/Service)**

- F Customer Service Office
- F Finance Office
- F Human Resource
- F Human Resource Office
- F Legal Office
- F Manufacturing
- F Production
- F Supply Office

**Com: (Channel List)**

- 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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Risk register		Stakeholder register		Stakeholder Type e Color		Com: (Deliverable List)	
U Business impact risks	U Customer related risks	U Chief Creative Officer (CCO)	U Chief Executive (CEO)	orange	Association	F Issues log	
U Customer related risks	F Developement environment risks	U Chief Finance Officer (CFO)	F Chief Information Officer (CIO)	blue	External Project Manager	F Meeting agendas	
F Developement environment risks	F Failure to gain user commitment	F Chief Operations Officer (COO)	F Chief Technology Officer (CTO)	red	External Sponsor	F Meeting minutes	
F Failure to gain user commitment	F Failure to manage end user expectacitve	F Competitors	F Customers	violet	External Stakeholder	F Meeting schedule	
F Failure to manage end user expectacitve	F Lack of adequate user involvement	F Designers	F Directors	yellow	Government	F Monthly status repor	
F Lack of adequate user involvement	F Lack of an effective project manageme	F External Project Manager		dark green	Internal Sponsor	F One-off reports/pres	
F Lack of an effective project manageme	F Lack of top management commitment			cream	Internal Stakeholder	F Project budget	
F Lack of top management commitment	F Misunderstanding of requirements			grey	Project Management Team	F Project charter	
F Misunderstanding of requirements	F Process issue risks			bordeaux	Project Manager	F Project plan	
F Process issue risks	F Product size risks			green	Virtual Stakeholder	F Project resource pla	
F Product size risks						F Risk log	
Risk: (Action List)		Risk: (Category List)		Risk: (Impact Area/Service)		Com: (Channel List)	
F Accept	F Avoid	F Customer related risks	F Design Risks	F Customer Service Office	F Chat room	Interactive	
F Mitigate	F Transfer	F Construction Risks	F Development environment risks	F Finance Office	F Email	Linear	
		F Engineering Services Risks	F Organizational risks	F Human Resource	F Internet Discussion Forum	Interactive	
		F Process issue risks	F Product size risks	F Human Resource Office	F Intranet	Linear	
		F Project Management risks	F Technical issue risks	F Legal Office	F Meeting	Interactive	
				F Manufacturing	F Newsletter	Linear	
				F Production	F SMS messages on cell pho	Linear	
				F Supply Office	F Telephone	Interactive	
					F Telephone/video conferen	Interactive	
					F Web Site	Linear	

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

Setting value menu

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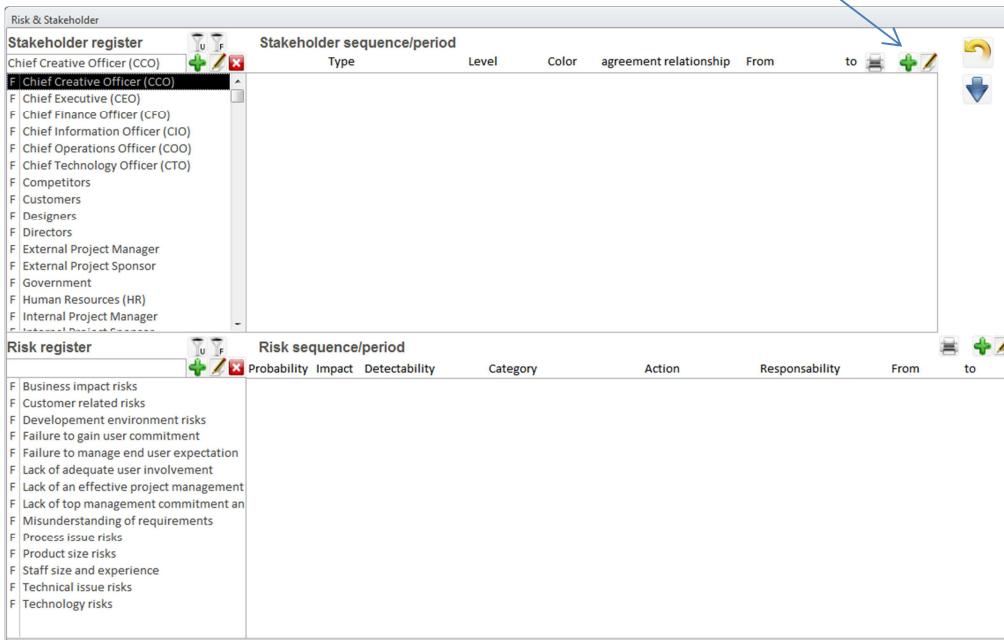
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	F Project Management risks		F Telephone/video conferen	Interactive			
	F Technical issue risks		F Web Site	Linear			

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



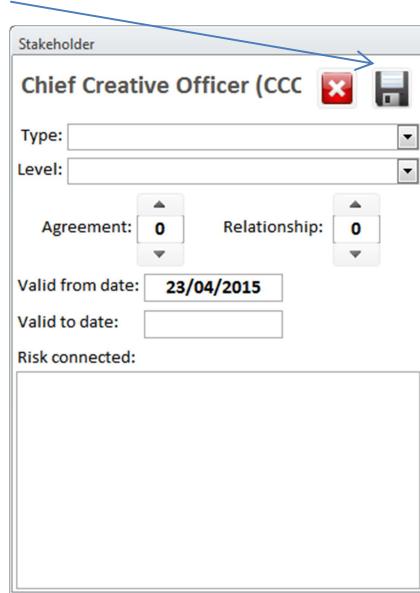
An important information about the stakeholder is the type because this influence the frequency of the communication in the project communication plan form.

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



The screenshot shows a software window titled "Stakeholder" with the name "Chief Creative Officer (CCC)" displayed. The window contains several input fields and buttons. At the top right are a red "X" button and a blue floppy disk save button. Below the title, there are two dropdown menus: "Type:" and "Level:". Underneath these are two numeric input fields with up and down arrows: "Agreement: 0" and "Relationship: 0". Below these are two date input fields: "Valid from date: 23/04/2015" and "Valid to date: [empty]". At the bottom, there is a label "Risk connected:" followed by a large empty rectangular box.

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)..

Stakeholder sequence/period						
	Type	Level	Color	agreement relationship	From	To
U Chief Creative Officer (CCO)	Association	Gold	orange	50	80	23/04/2015
F 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						
F External Project Sponsor						
F Government						
F Human Resources (HR)						
F Internal Project Manager						

Risk sequence/period						
	Probability	Impact	Detectability	Category	Action	Responsibility
F Business impact risks						
F Customer related risks						
F Developement environment risks						
F Failure to gain user commitment						
F Failure to manage end user expectation						
F Lack of adequate user involvement						
F Lack of an effective project management						
F Lack of top management commitment an						
F Misunderstanding of requirements						
F Process issue risks						
F Product size risks						
F Staff size and experience						
F Technical issue risks						
F Technology risks						

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

Menu

takeholderShape mapping stakeholders software

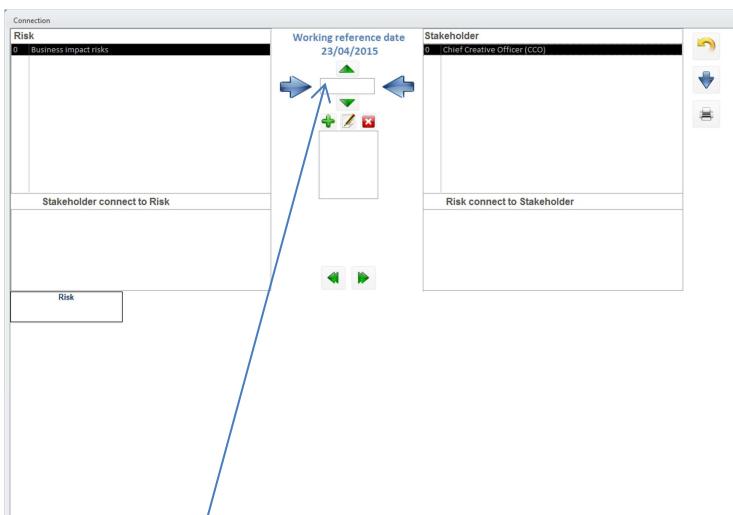
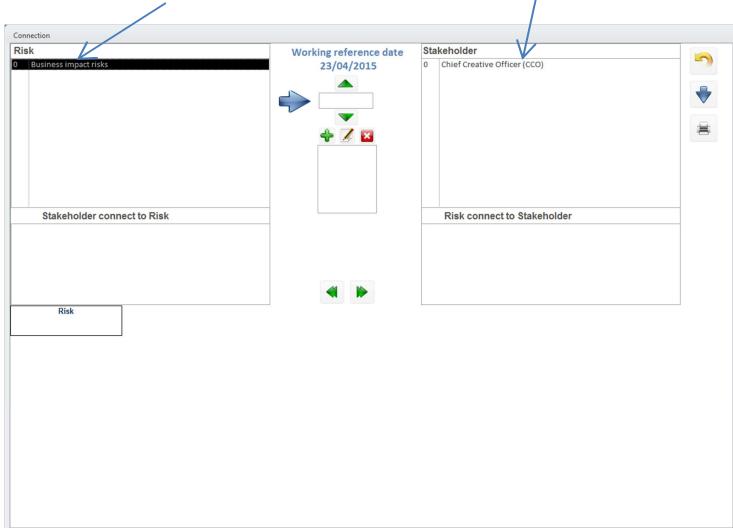
Project Setting Edit attribute Stakeholder Dashboard Timeline View

Working date: 23/04/2015 + -

Connection Calendar Issue Com. Plan Shape

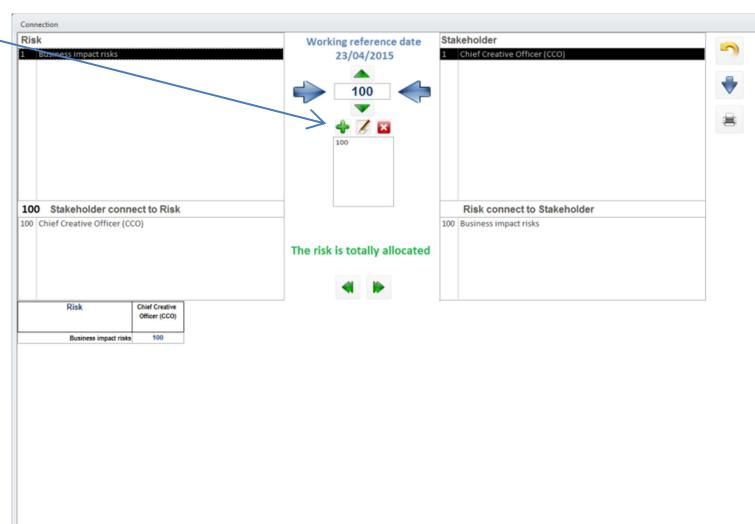
Save default setting to file New Project Save to file Load from file

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

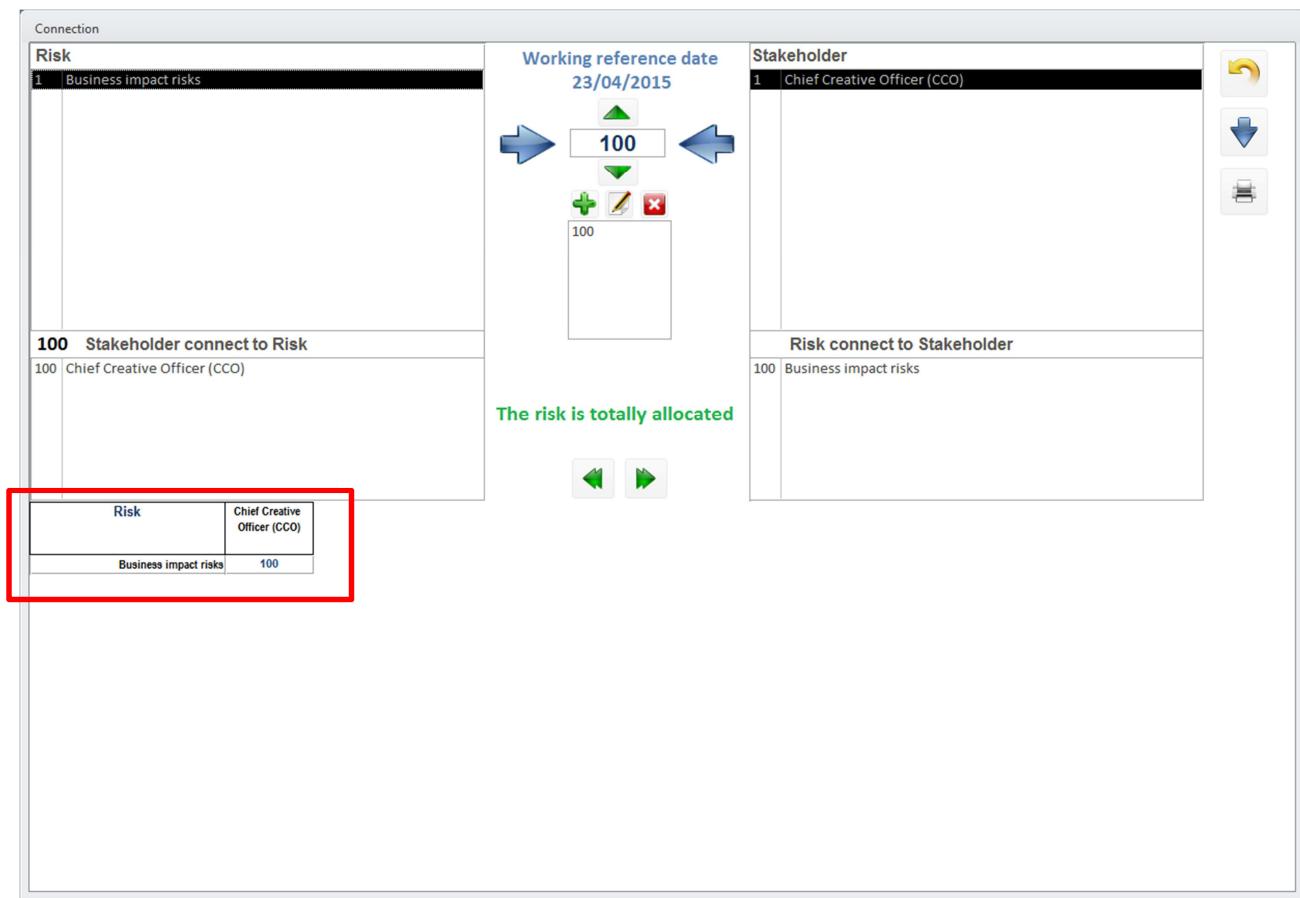


Write the value of incidence on that risk for each stakeholder (in this case, as we have only one stakeholder, the value will be 100 that means that the probability for the risk to occurs is totally depending on one stakeholder).

Click on

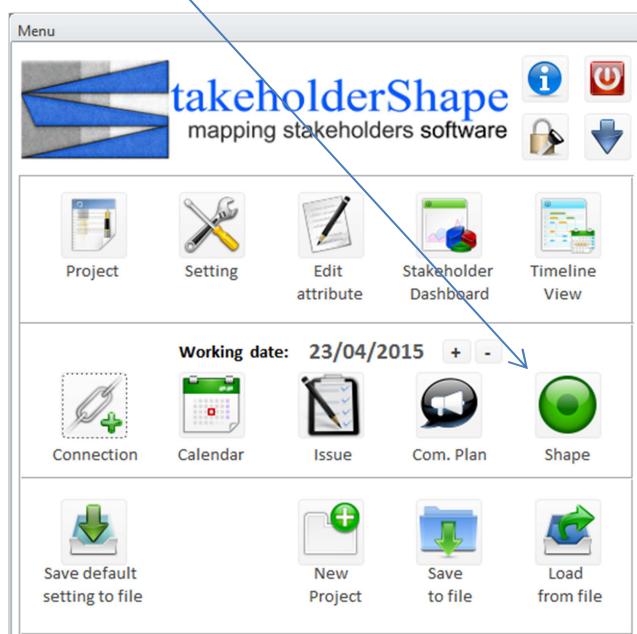


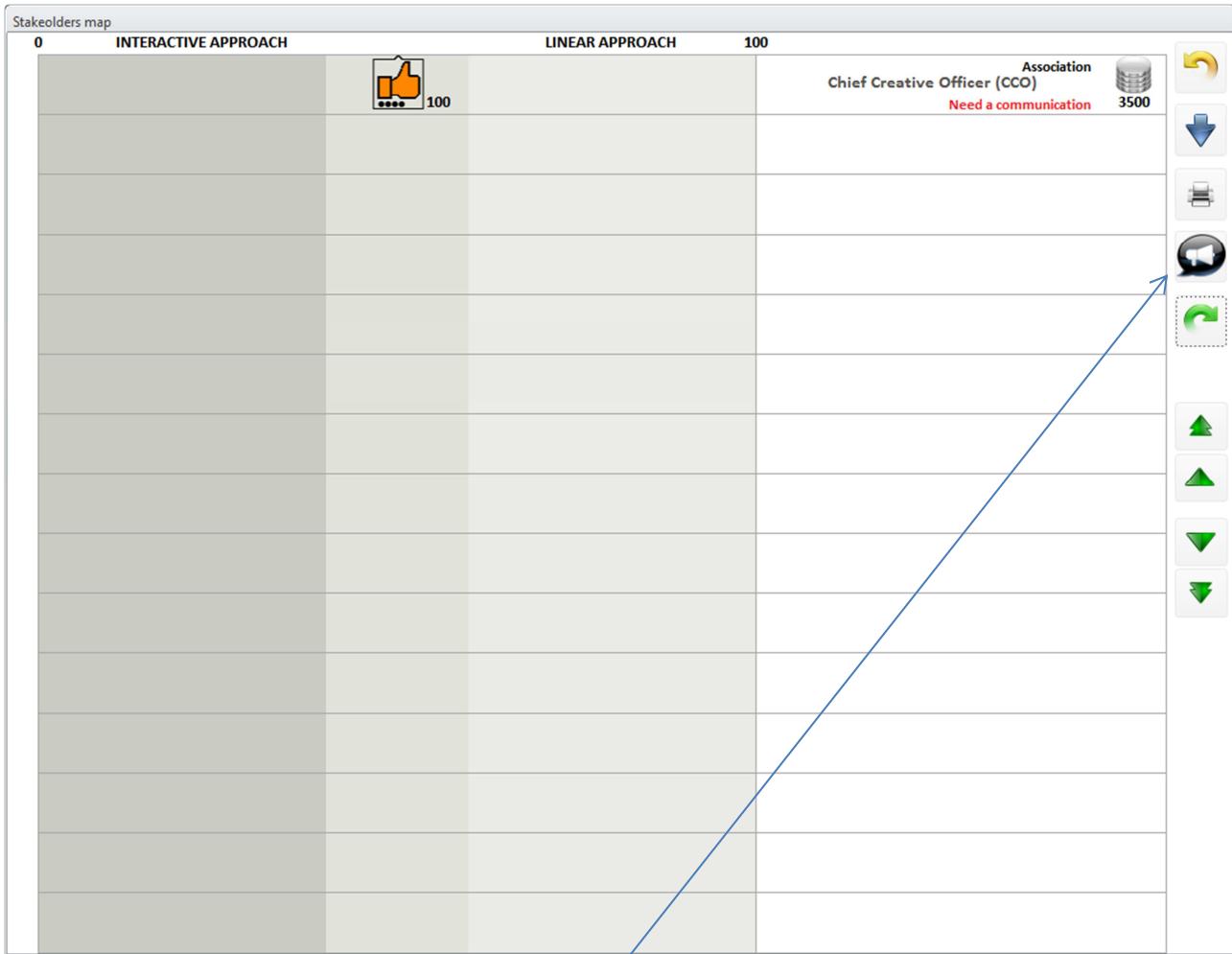
Now the risk is totally allocated and your matrix is built.



Click on 

Now click on  to build your stakeholdershape map.



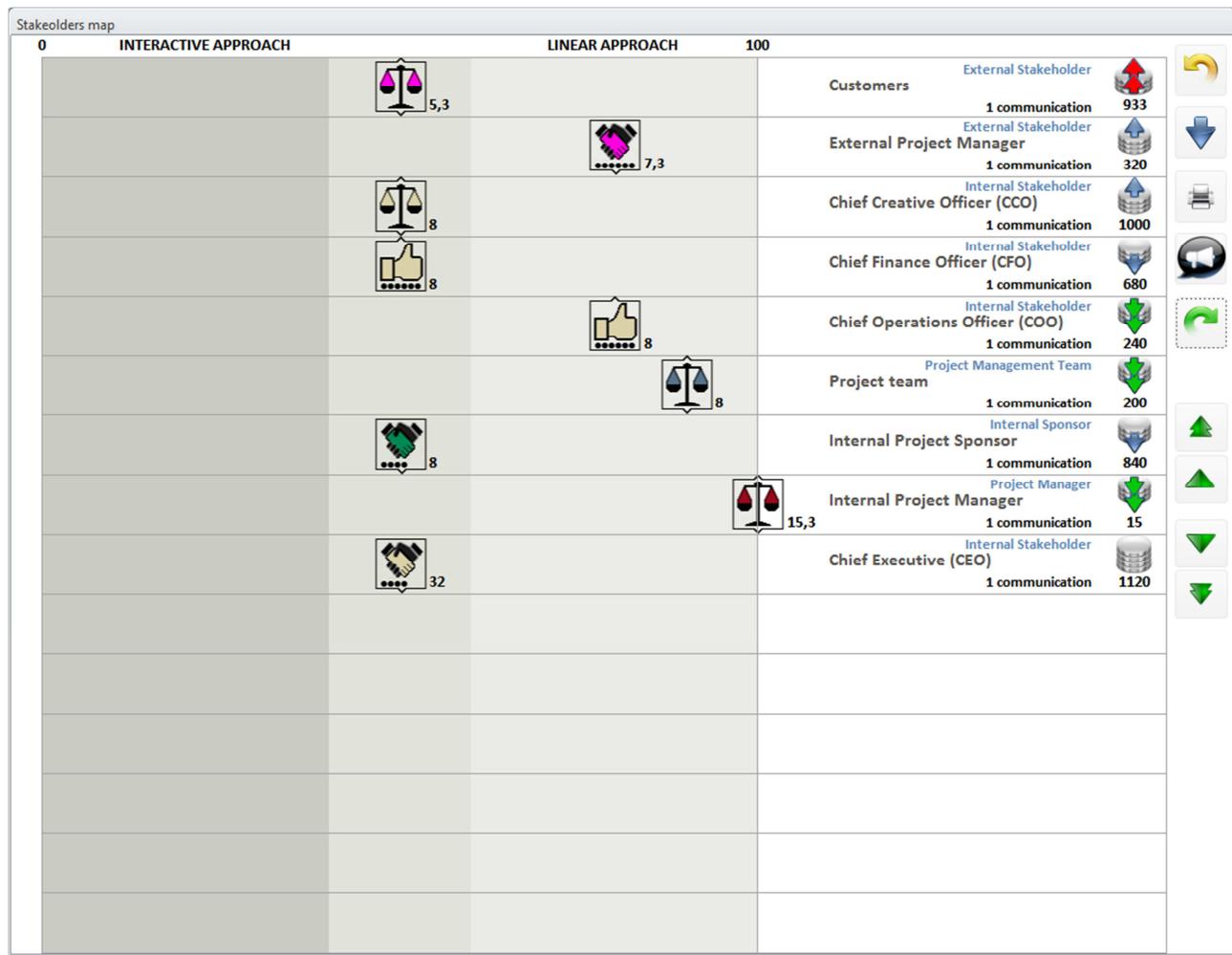


From here you can build your communication plan

The screenshot shows a 'Communication' plan builder interface. At the top, there are fields for 'Type', 'Frequency', 'Channel', 'Deliverable', 'Owner', 'Recipient', 'From', and 'To'. The 'Frequency' dropdown is open, showing a list of suggestions: 'Monthly', 'Two-months', 'Three-months', 'Four-months', 'Five-months', 'Six-months', and 'One-Year', each followed by the word 'suggested'. Below this list is a note field containing 'Communication 1'. A blue line starts from the bottom of the 'Frequency' dropdown and extends diagonally upwards towards the communication map above.

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

## APPENDIX 1 – The graph details



The map represents always only the lower value between relationship and agreement.



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



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

