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Stakeholders: Your new best friends

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Overview of presentation

- What is a stakeholder?
- Stakeholders: friends and enemies.
- Why should you talk to them.
- Mutual benefits.
- Stakeholders and your final specification.
- Conclusions.

What is a stakeholder?

- Defined as “a party that affects or can be affected by the actions of the business/project as a whole”.
- Someone with an interest in a project.
- Or in other words... Someone you need to talk to.....!

Friends and Enemies

Friends

- Your IT Department.
- Mapping / GIS team.
- Transport planners (they may have data that is useful to you).
- Members (political masters).
- Your budget holder .
- External partners, including neighbouring authorities

Enemies

- Not everyone will want to help your project.
- Some people see stakeholders as a threat to the project “It’s easier not to get them involved”
- Worthwhile engaging them at early stage rather than discovering you need their help further down the line.

Why you should talk to them

- They are your colleagues – you all work under the same banner.
- They work for a partner organisation and you are on the same side.
- Their knowledge will be useful to you.
- The more you know, the easier it will be to identify obstacles as the project progresses.
- Knowledge is power! The more detailed a specification you can produce, the better control over costs you will have with your supplier.

Mutual benefits

- You may both find discrete uses for your UTMC system.
- The more value you can demonstrate throughout the organisation, the easier it will be to secure future money.
- With funds getting tighter, being able to demonstrate “cross-business” benefits is very helpful.
- During your engagement, you may find other areas of interest that you can jointly work on.

Stakeholders and your final specification

- A Stakeholder should be able to help you in areas you know less about.
- Make sure they have an opportunity to have a detailed look at your specification. **BEFORE IT IS ISSUED!**
- This includes the IT and GIS people in particular!
- Give strong consideration to defining a service level agreement when you will require an ongoing service from an internal stakeholder.
- Consider instigating a memorandum of understanding (MOU) with external partners.

Conclusions

Specify it!

If you don't precisely define what you want on day one – and crucially what you want in subsequent years – you won't get it from the supplier! The more detailed you are at the early stage, the more control you will have over future costs

Stakeholders

Should be your friends. They often know more about particular areas of specialty than you do. Get them involved early.

Be prepared to manage their expectations

Once they are engaged, be as clear as you can about what can and can't be achieved from your UTMC deployment. This can help avoid disillusionment later on.

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Thank you for listening