



Effective Stakeholder Management and **COMMUNICATION**

A stakeholder is anyone who is impacted by your business or can impact your business.

A project can have both internal and external stakeholders.

Businesses and projects change, and so do the needs of your stakeholders. Never take their needs or desires for granted.



Stakeholders can be divided up based on their power and interest in your project.



Keeping stakeholders informed and involved is essential to keep your relationship strong.