



# Scrum.org™

*The Home of Scrum*

# Mastering the Art of Stakeholder Engagement

Lavaneesh Gautam

DATE: 08 November 2023

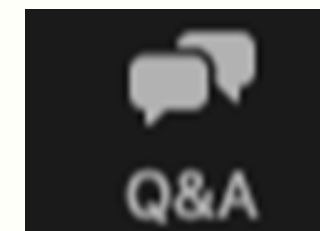


@ScrumDotOrg

©1993-2023 Scrum.org All Rights Reserved

# Quick Guidelines

- Your microphones will be muted throughout
- This session is recorded. The recording and slides will be available after the webinar within 24 hours.
- Please ask questions!
  - Submit questions by selecting the Q & A icon:





# Who is Scrum.org

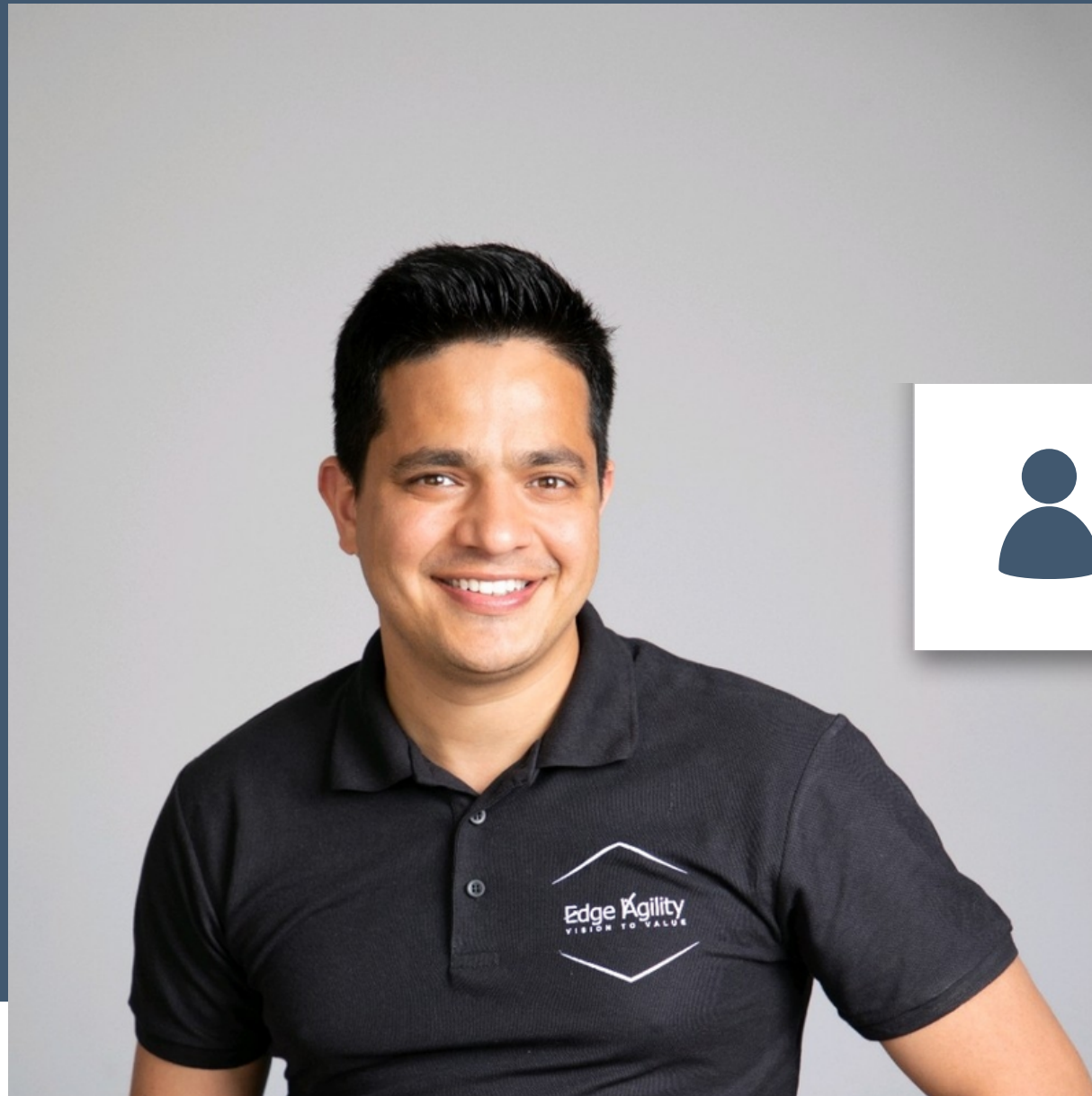
Mission:  
*Helping People and  
Teams Solve  
Complex Problems*



**Ken Schwaber**  
Scrum.org Founder,  
Chairman and  
Co-creator of Scrum



# OUR SPEAKER



**LAVANEESH GAUTAM**  
Professional Scrum Trainer



[WWW.EDGEAGILITY.COM](http://WWW.EDGEAGILITY.COM)





# What Is A Stakeholder?

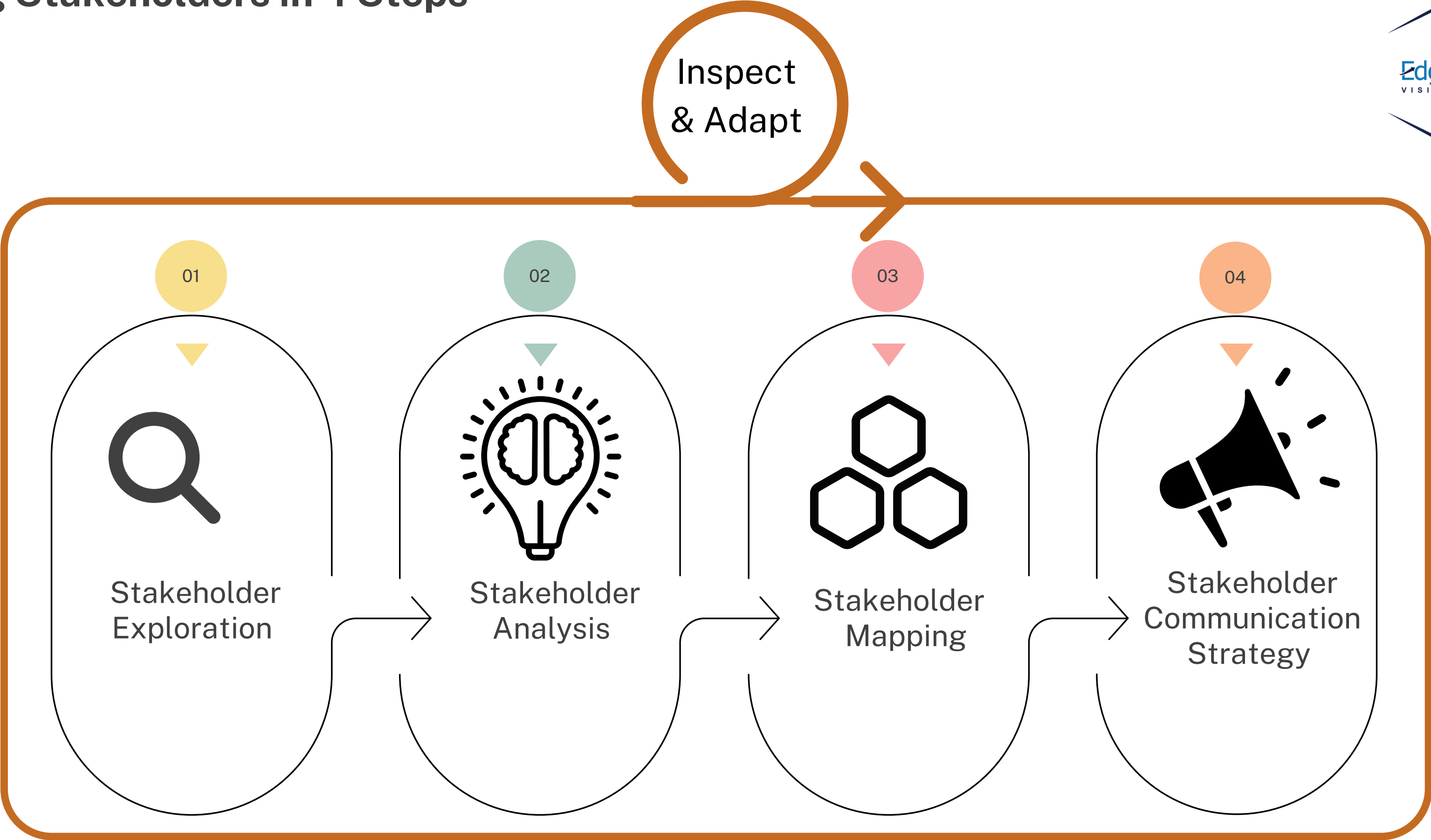
Stakeholders are individuals or groups of people, who have a direct or indirect interest in the organization, its products or services. Stakeholders are either influenced by or try to influence the organization, its products or services.



# What Is Stakeholder Engagement?

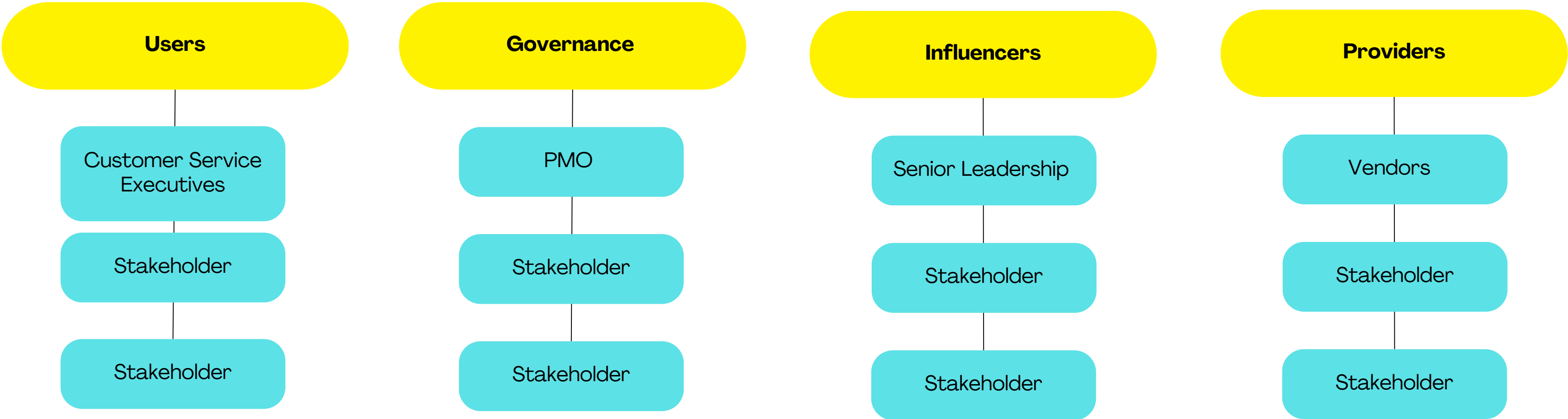
Stakeholder Engagement is about identifying the right people for the right time, understanding their involvement with the product and engaging them accordingly.

# Engaging Stakeholders in 4 Steps





# Stakeholder Exploration



**Tip:** Don't do it alone. Involve team members.

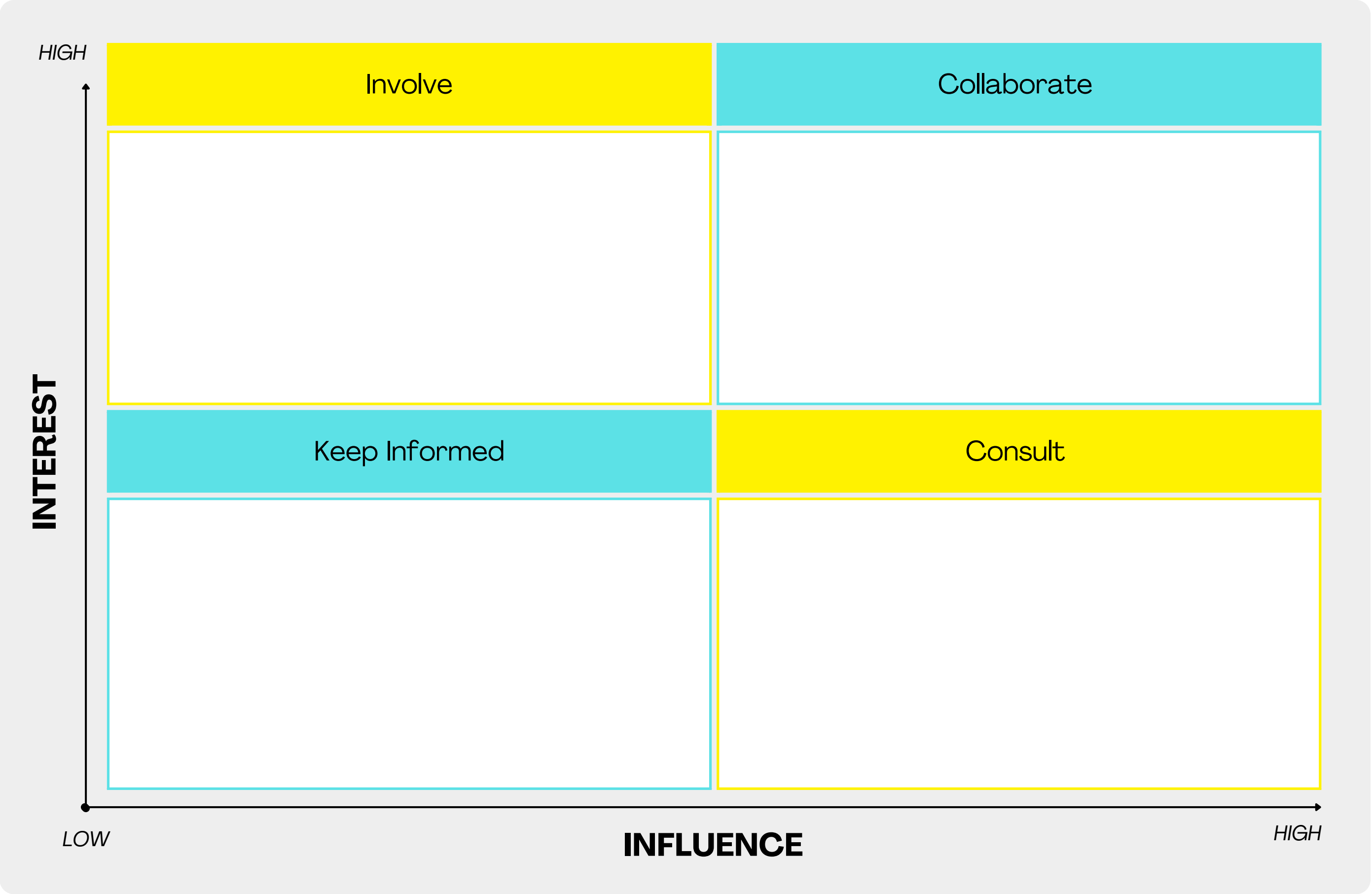


**Tip:** Use facilitation techniques like 1-2-4-All to brainstorm





# Stakeholder Mapping: Matrix of Influence



1

Assign a stakeholder to each box.

Stake holder

Stake holder

Stake holder

Stake holder

Stake holder

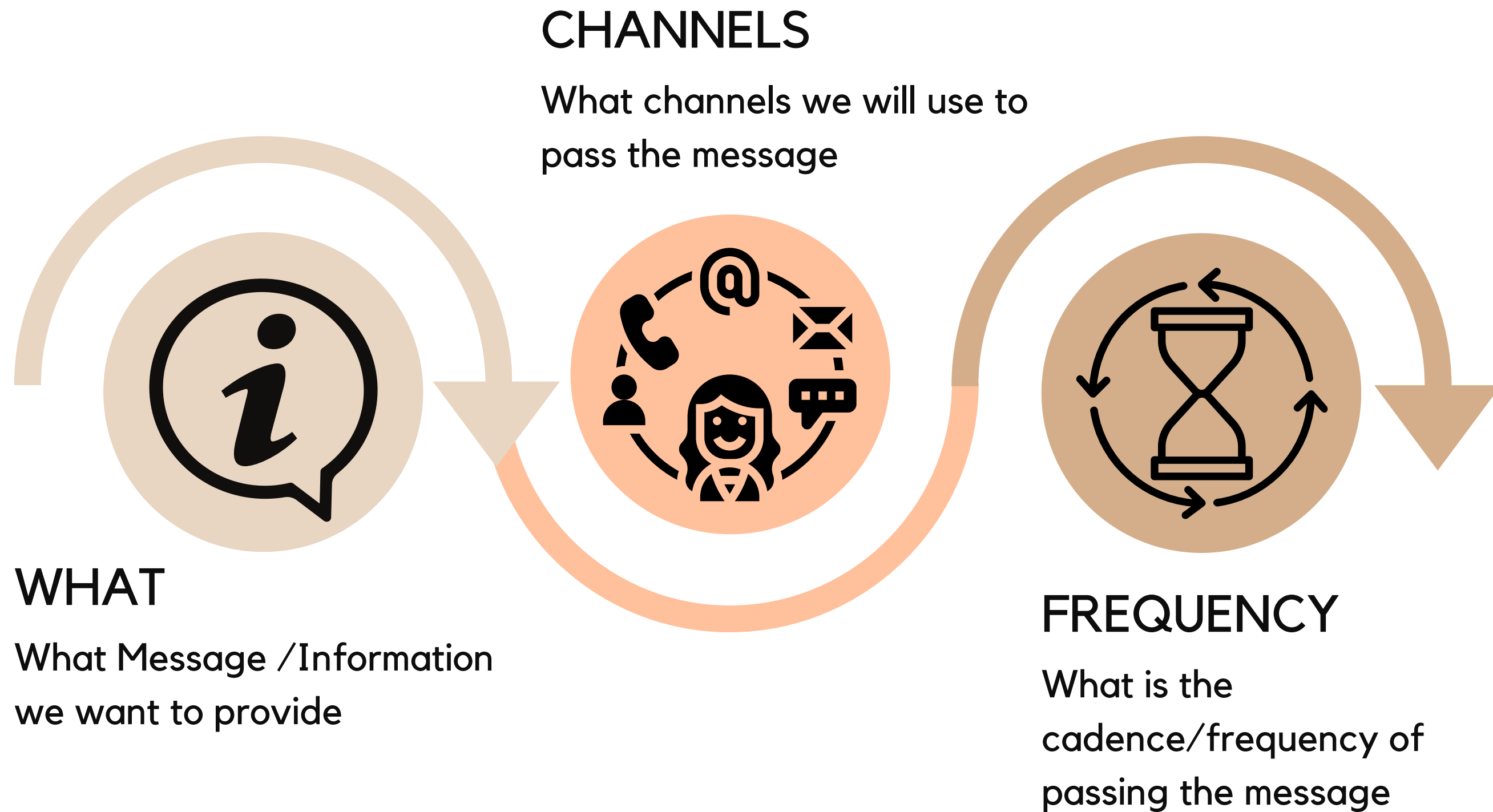
Stake holder

2

Drag the stakeholders to the area in the quadrant that fits them best.

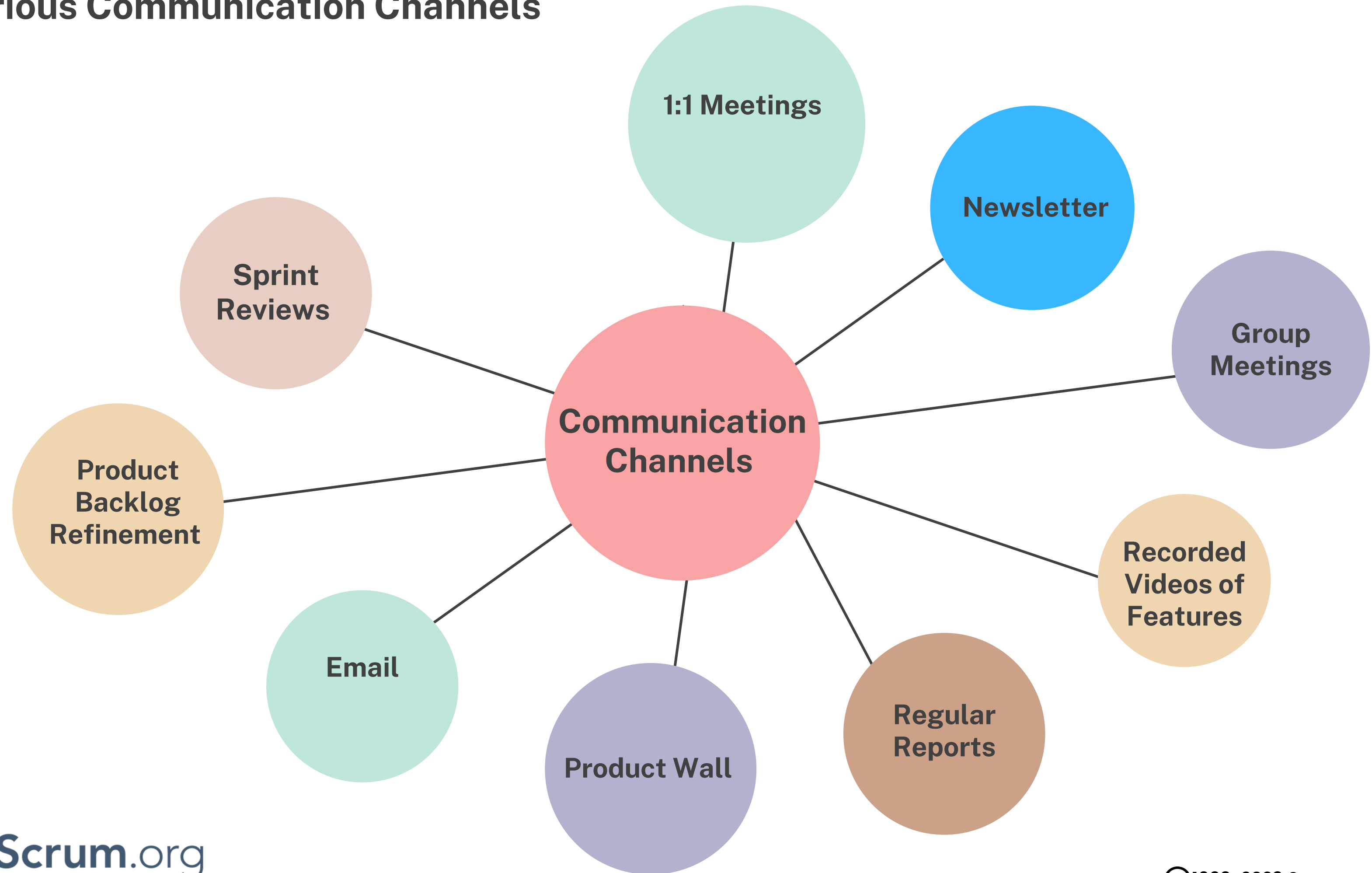
# What Is Stakeholder Communication Strategy

A Stakeholder Communication Strategy is our plan that outlines how we will communicate with our stakeholders





# Various Communication Channels



# Inspect & Adapt

***“Context changes over time. Needs, goals, pain points, motivations, influence, interest and positioning change over time.”***

## A Few Reminders



Not all stakeholders are equally important at a given moment.



The frequency of the communication will be directly proportional to the interest at that given moment.



Check which stakeholder's goals or challenges are aligned or opposed to the Product Goal and Sprint Goal. This will help in understanding their potential interest



We may reach to the Sun but we **CAN'T** satisfy all the stakeholders at a given time. Clear Product Strategy and Goals are best way to say 'No' to the stakeholders.



Don't do it alone. Multiple viewpoints are always helpful. Involve your team members or other key individuals.



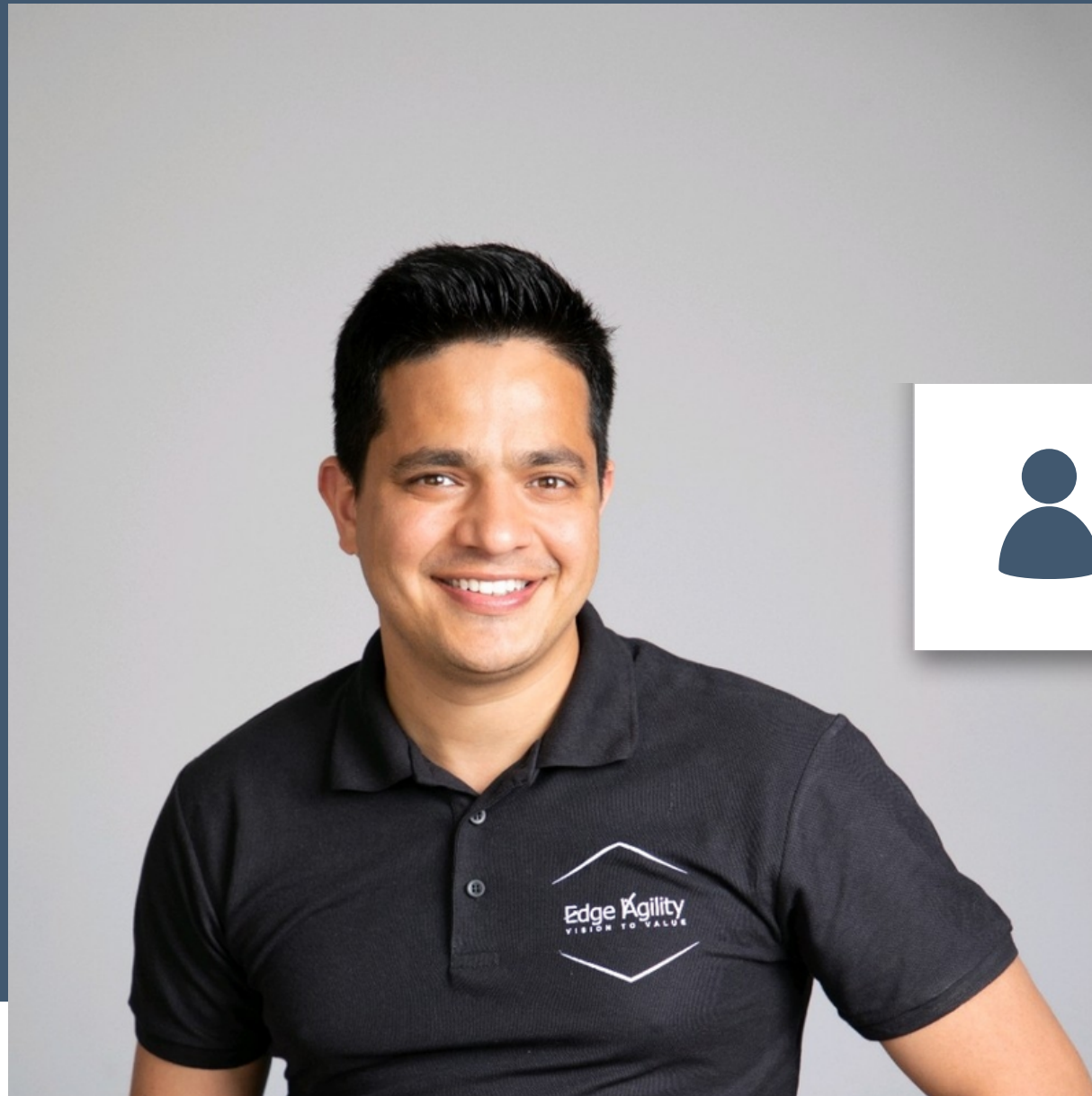


Scrum.org™

*The Home of Scrum*

# Questions

# CONNECT WITH ME



**LAVANEESH GAUTAM**  
Professional Scrum Trainer



Subscribe to my newsletter  
where I share weekly nanotips to deliver value




# Each role has a clear Learning Path




Product Owner



Developers



Scrum Master



Agile Leaders

### Product Owner Learning Path

★★★★★ 4.9 from 5 ratings

Unwatch

As described in the [Scrum Guide](#), a Scrum Product Owner is responsible for maximizing the value of the product resulting from the work of the Development Team. How this is done may vary widely across organizations, Scrum Teams, and individuals.

The learning path is organized by a set of [Professional Scrum Competencies](#) which each contain a number of focus areas. Resources are laid out in a prescribed order, however it is your journey, so follow in the best way that helps you learn.

▼ Understanding and Applying the Scrum Framework

Empiricism

Scrum Values

Scrum Roles

Scrum Events

Scrum Artifacts


Sprint Goal

Done

Scaling Scrum

► Managing Products with Agility


#### Understanding and Applying the Scrum Framework / Empiricism

 The Agile Manifesto

Created by 17 visionaries in 2001, the Agile Manifesto was developed to look at the core principles and values for Agile software development. [0:04:00]

★★★★★ 4.8 from 6 ratings


Completed

 Empiricism, the Act of Making Decisions Based on What Is

Ken Schwaber writes about commitment and Scrum as an empirical process. [0:03:30]

★★★★★ 4.8 from 7 ratings

Completed

 The Three Pillars of Empiricism (Scrum)

READ THE SCRUM GUIDE

VIEW THE SCRUM FRAMEWORK

THE SCRUM GLOSSARY

FIND TRAINING

GET CERTIFIED

<https://www.scrum.org/pathway/scrum-master>  
<https://www.scrum.org/pathway/product-owner-learning-path>  
<https://www.scrum.org/pathway/team-member-learning-path>  
<https://www.scrum.org/pathway/agile-leader-learning-path>





**Forums**

Scrum.org



**Twitter**

@scrumdotorg



**LinkedIn**

LinkedIn.com/  
company/  
Scrum-org



**Facebook**

Facebook.com  
/Scrum.org



**RSS**

Scrum.org/RSS



Insights from the Scrum.org Community of experts



WEBCAST



**Scrum.org<sup>™</sup>**

*The Home of Scrum*

# Thank You