

Action Guide

414: Stakeholder management for product leaders

Bruce McCarthy



Application Questions

1. Describe a time when you've had to influence others whom you don't have authority over.
2. In what ways would you like to grow your skills in influencing others?
3. What challenges have you faced in aligning stakeholders around your product projects?



Actions to Take

What to Do Now

- Consider whether your organization needs better alignment on goals.
- Communicate the vision for the future of your project, why it's great for the customer and company, and how you will measure success.

What to Do Soon

- Classify stakeholders using the TIPS Framework: Team, Impacted, Power players, Subject experts. Create a canvas to map out whom to talk to.
- When you talk to stakeholders, discuss both their business and personal needs and goals.