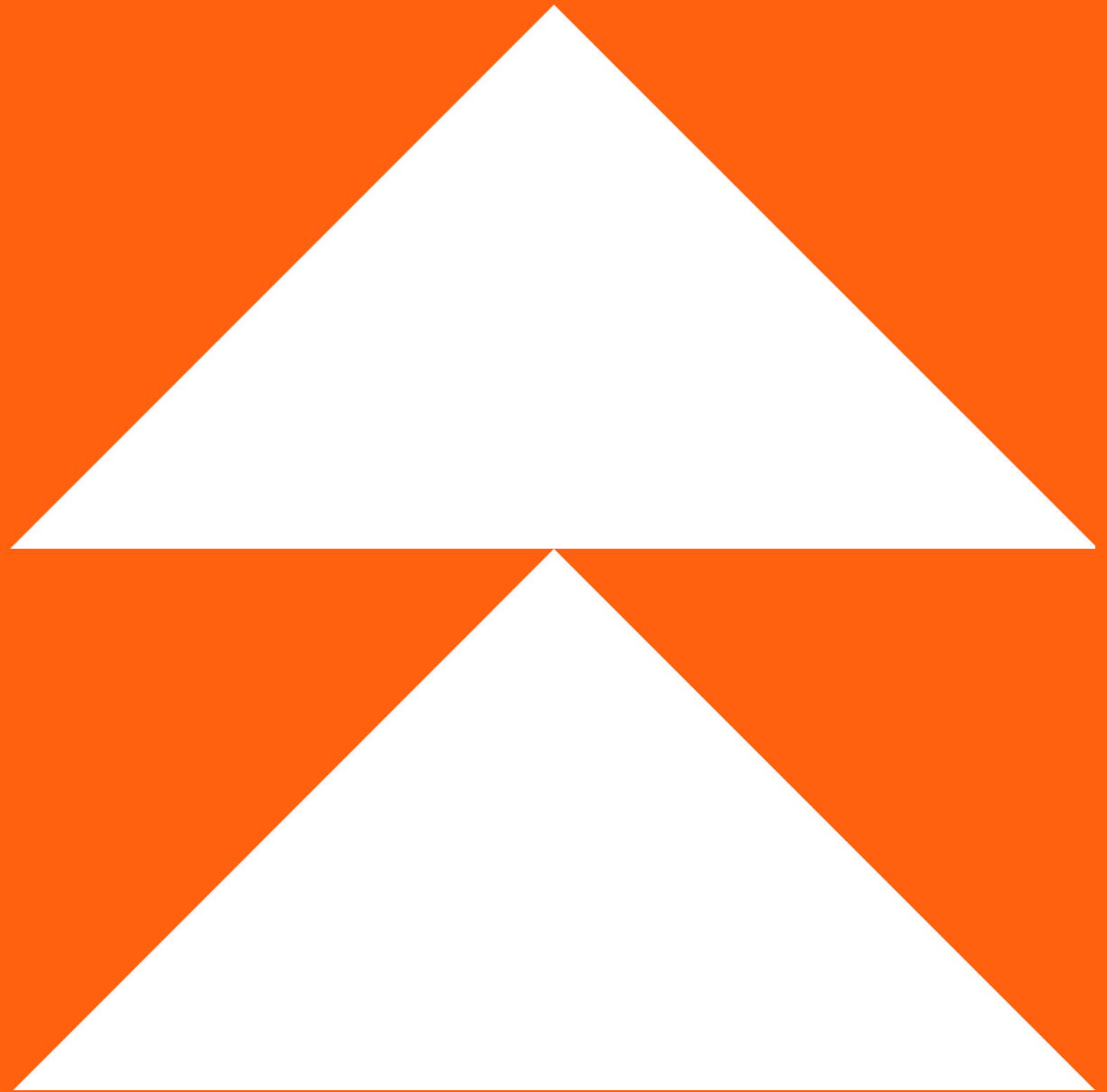


STAKEHOLDER ENGAGEMENT IN THE LIGHT OF OF THE NEW PROJECT ECONOMY

A new view on stakeholders?



You are the reason I speak here today

As Project Managers ...

You are the leaders of teams and customers into a positive future.
You provide safety and security.

You will find some practical and some philosophical ideas in my pitch.
You may ask questions at the end or in the chat. You can get the deck.

It is up to you, if you want to deep dive or try out some ideas.
Or read a book. You may also contact me to discuss further.

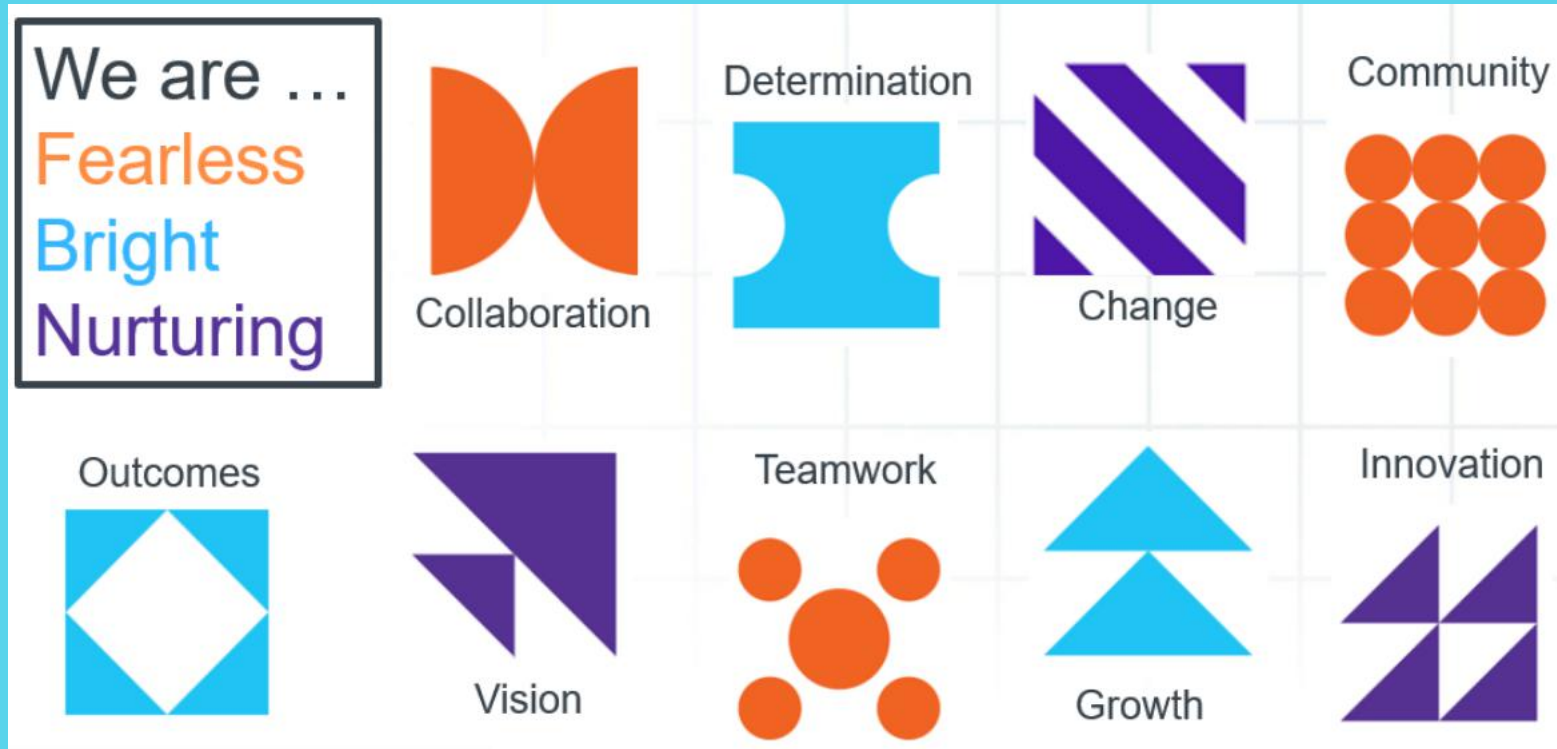
In the global profession, in PMI, in the Chapter you find like-minded people with similar problems – connect and help build the PM hive

Nobody knows what will be in a year (and never did) – but we all can connect today in order to openly and fairly share ideas for the next steps

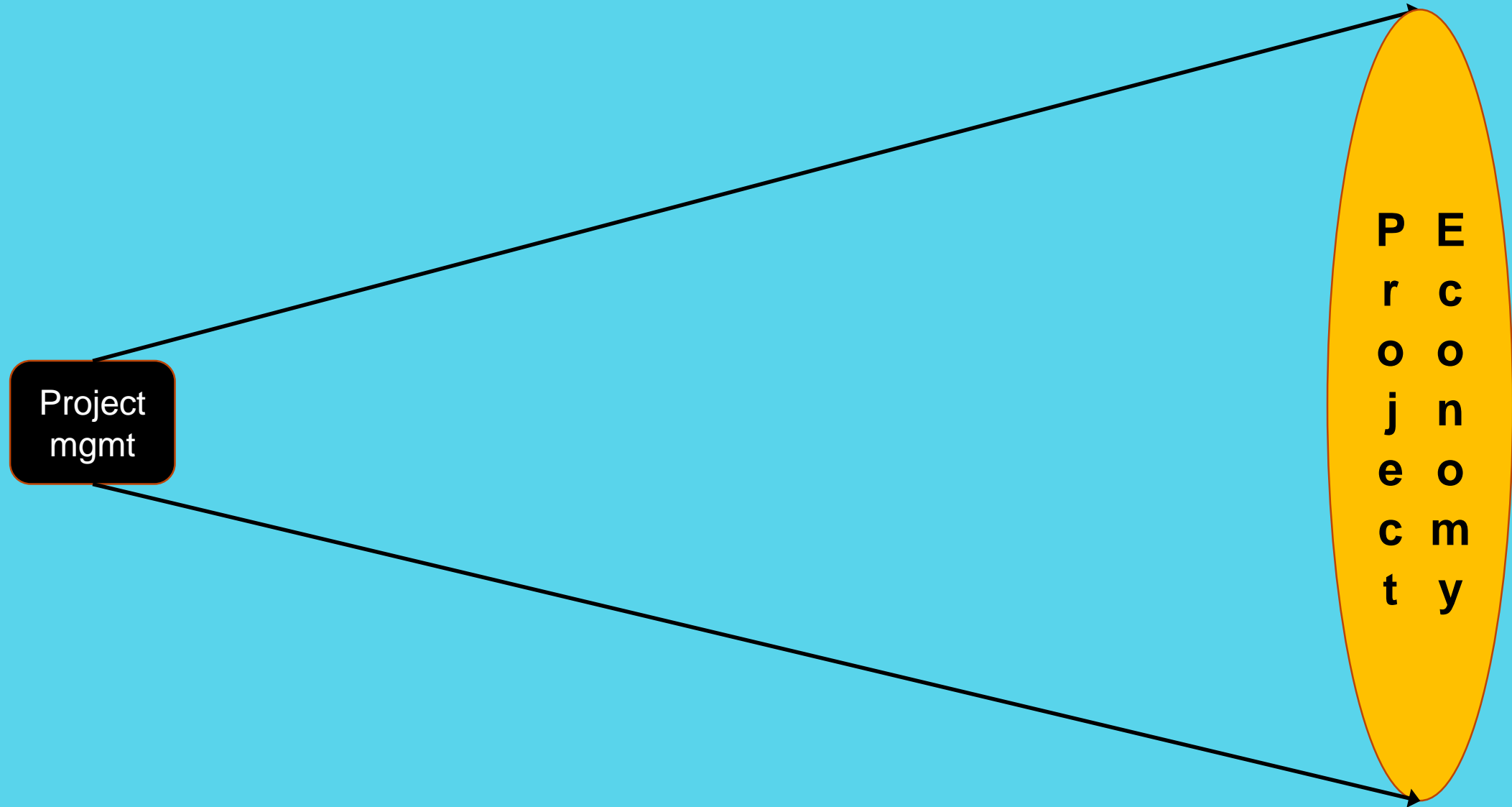


We power **The Project Economy™**,

**strengthening society by
enabling organizations and empowering people to
make ideas a reality.**

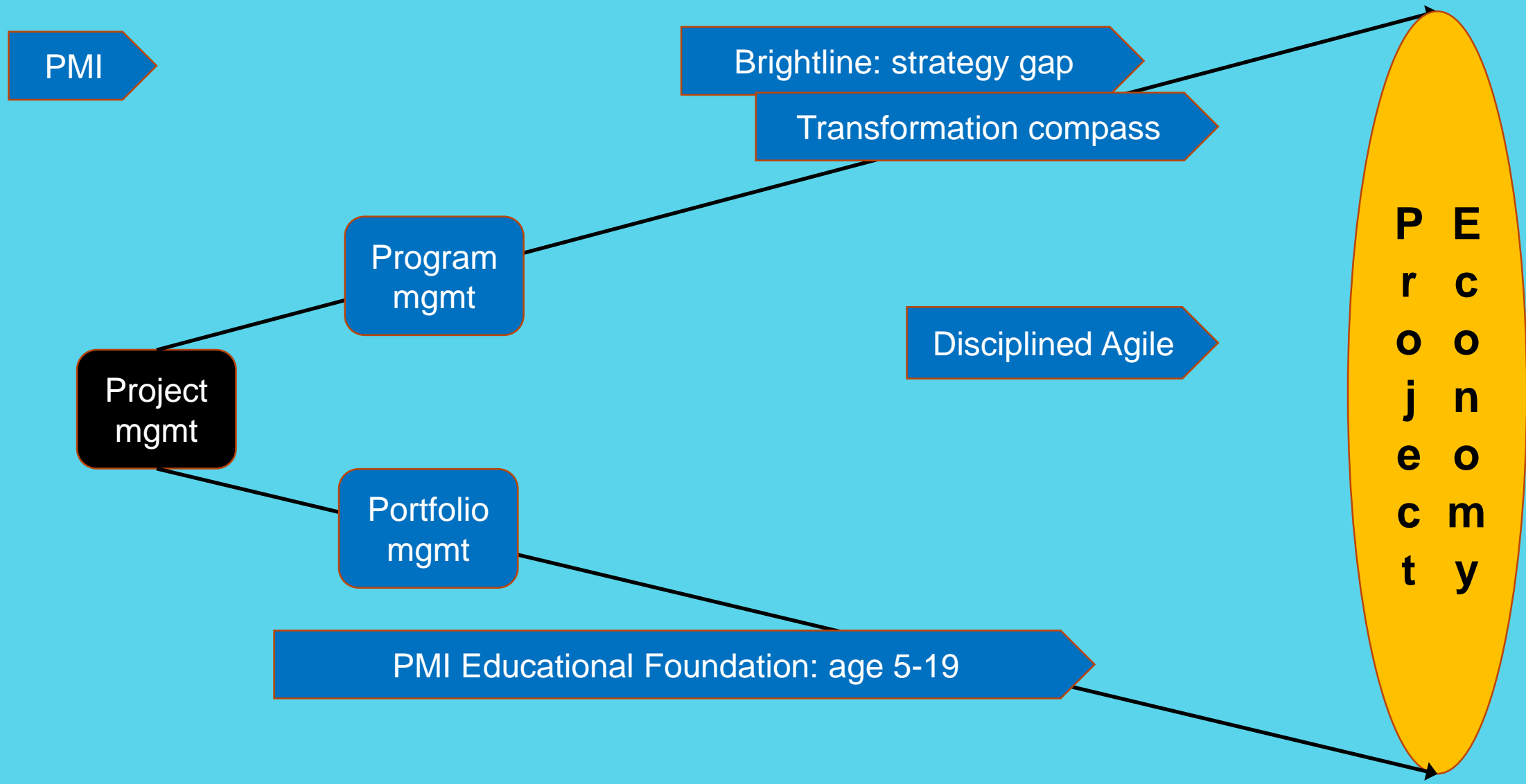


The Project Economy™ extends project management into the future



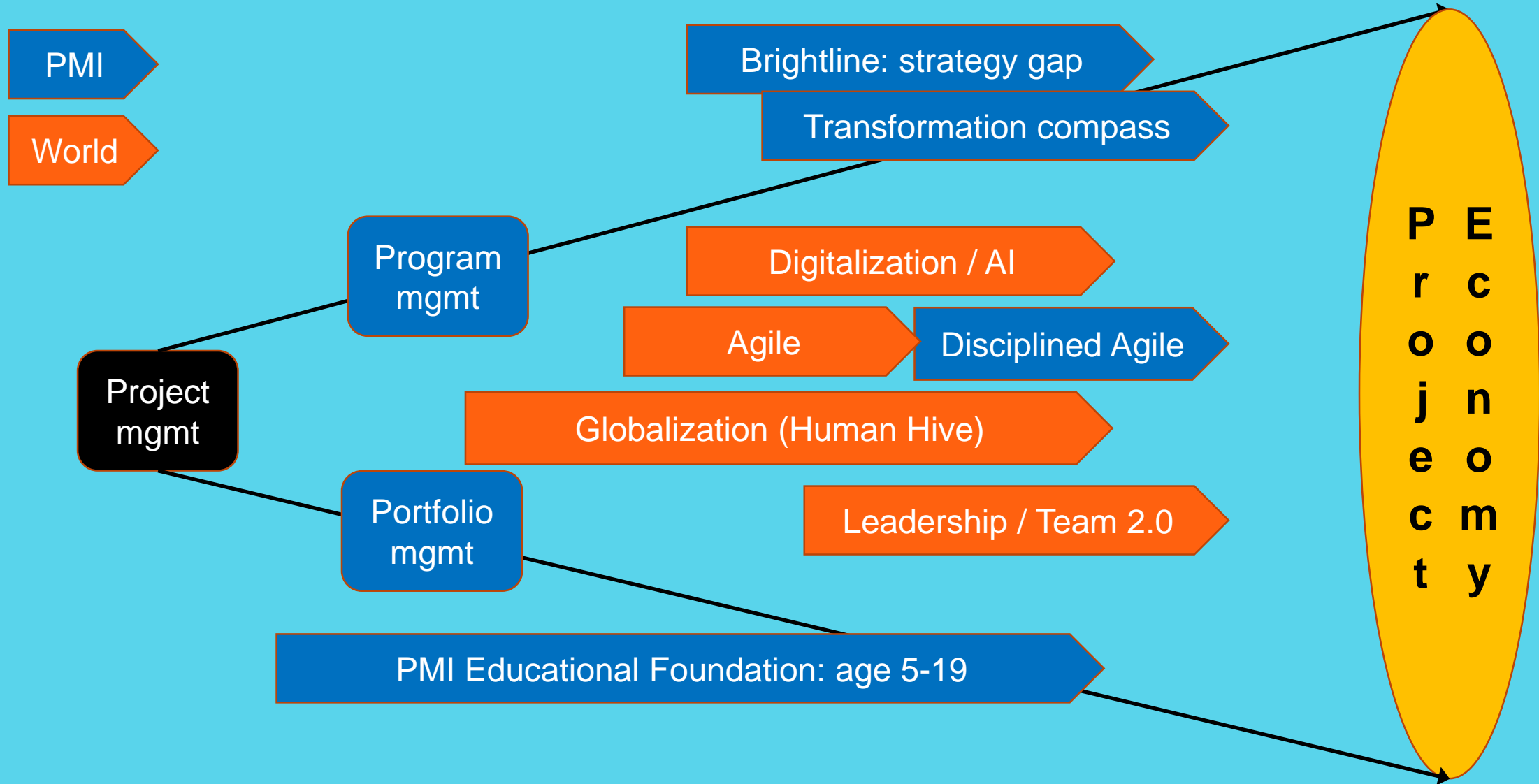
The Project Economy™ extends project management into the future

PMI added more aspects to project management over time

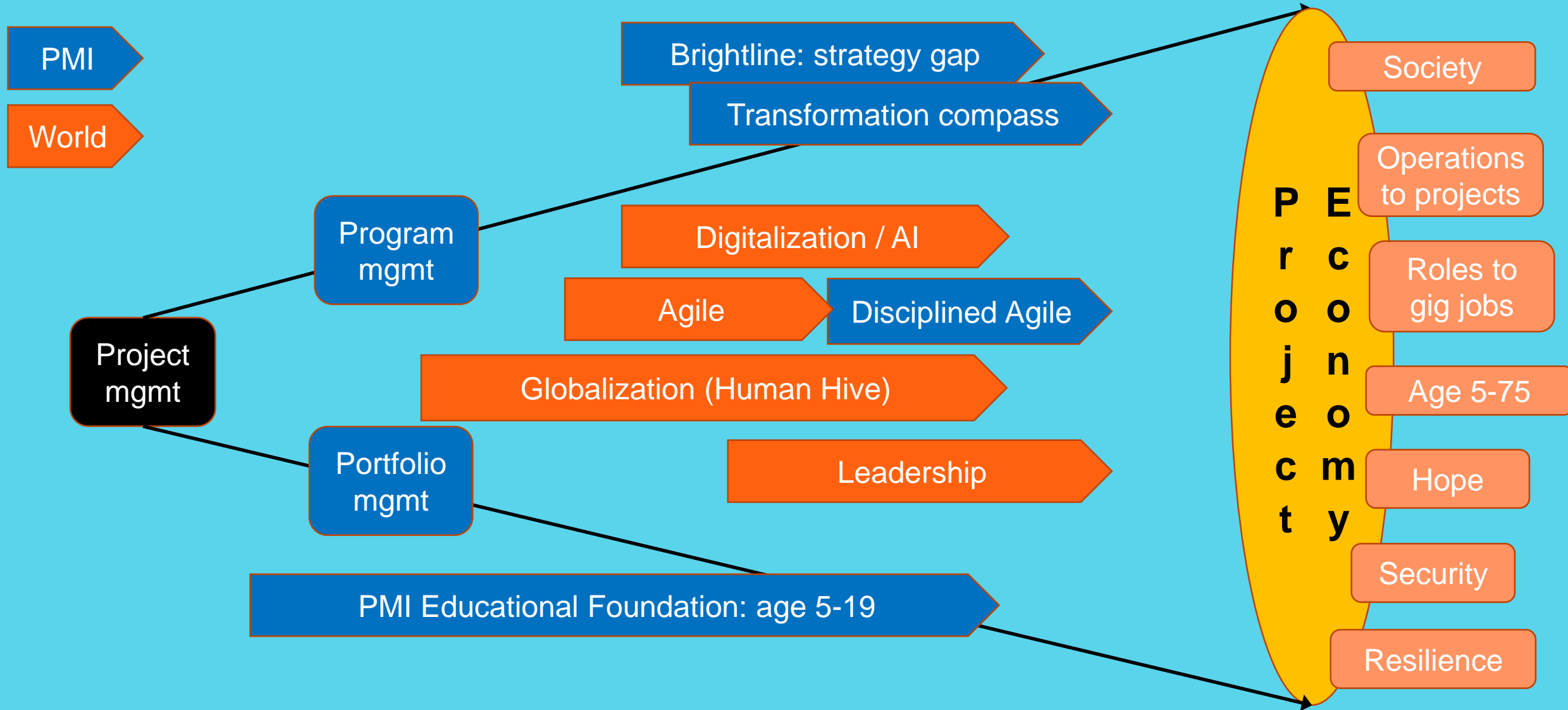


The Project Economy™ extends project management into the future

There are even more things going on in the world, quicker and quicker

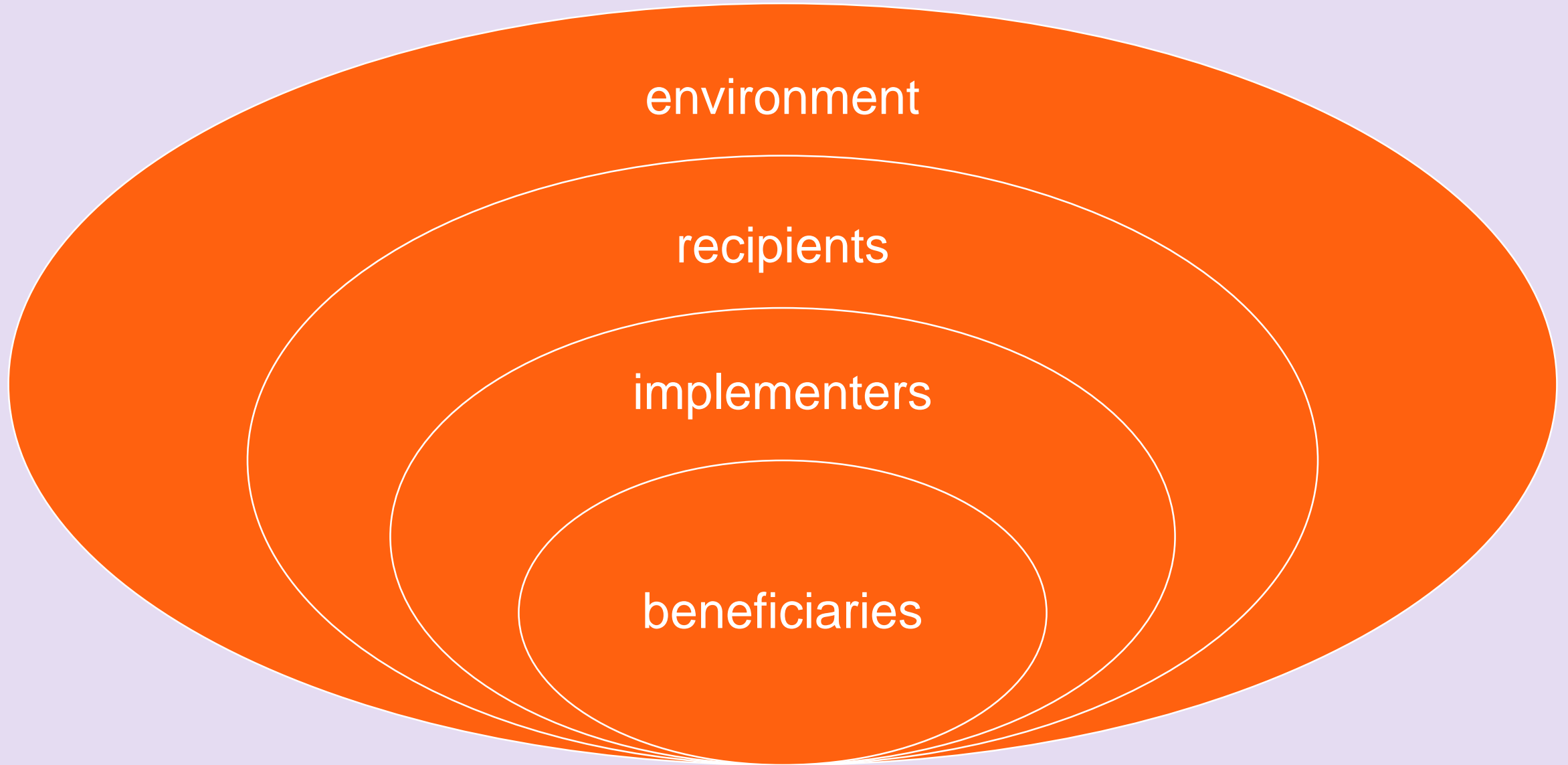


The Project Economy™ extends project management into the future Leading to a flexible North Star, which is much more than traditional PM

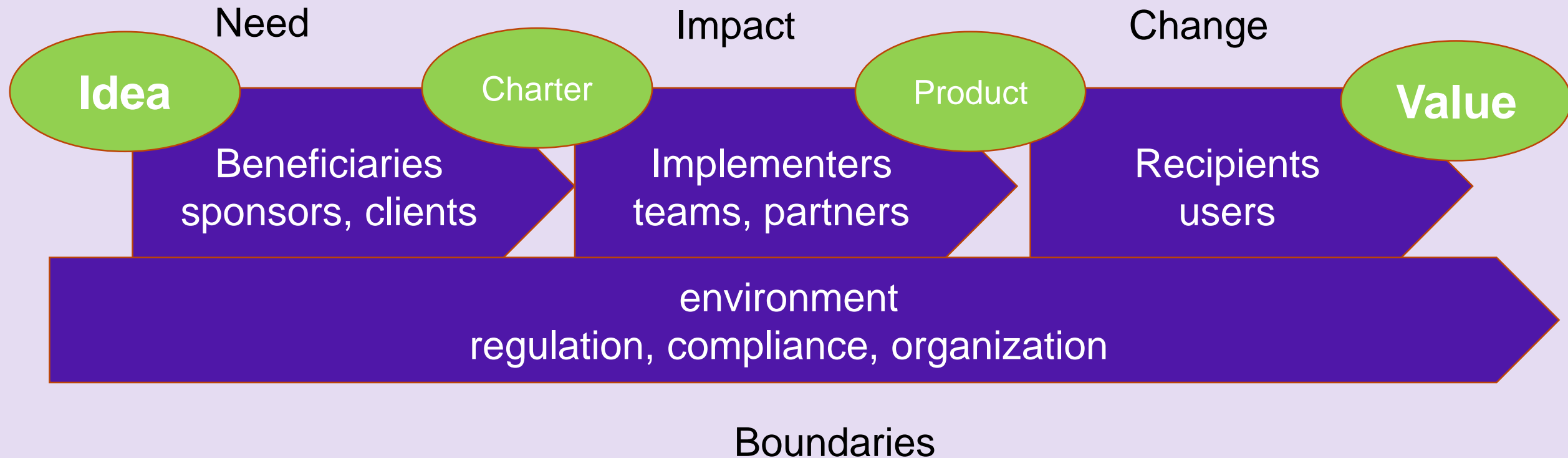




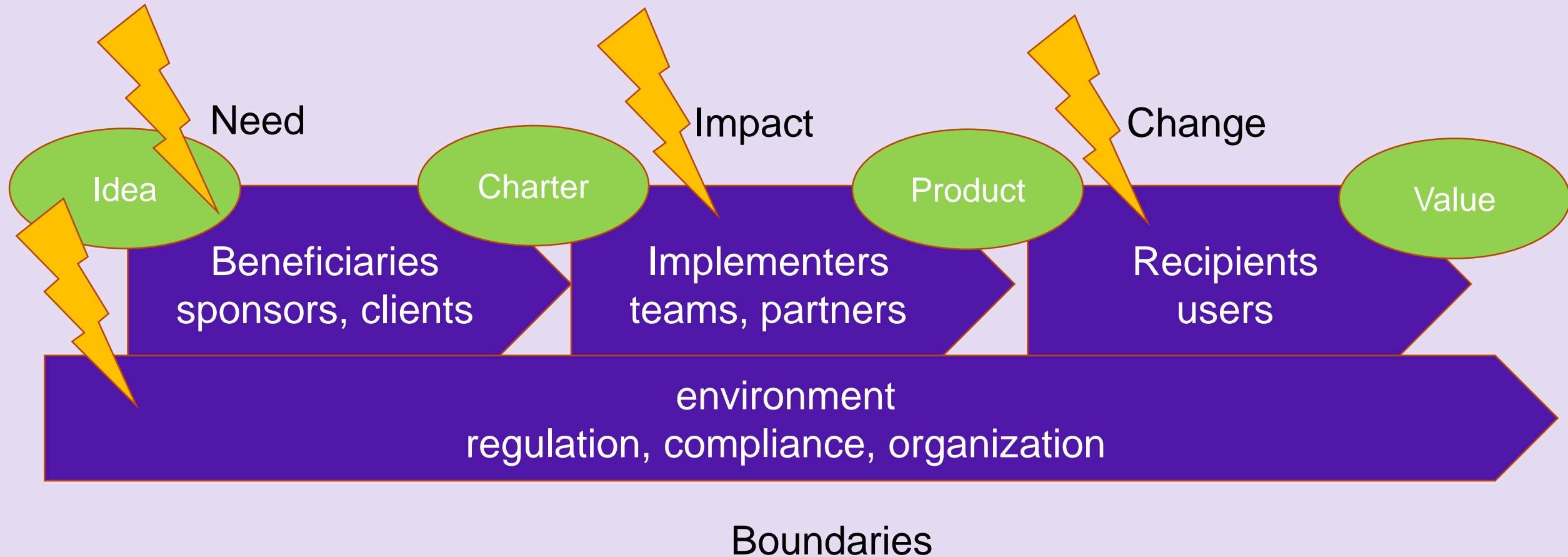
The Project Economy™ deals with a variety of stakeholders



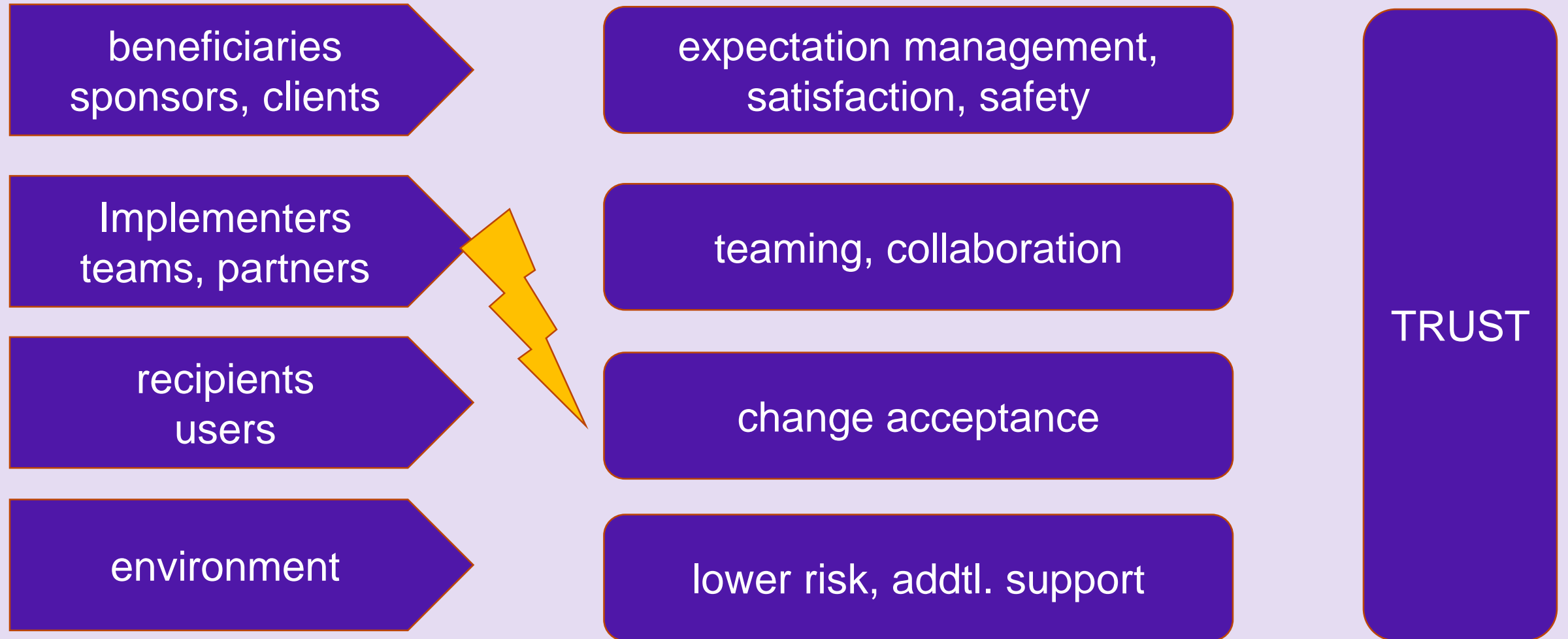
The Project Economy™ helps to make value a reality



The Project Economy™ needs leaders able to influence all stakeholders



The Project Economy™ stakeholders have different targets to influence





A good person, a trusted leader, a successful project




Yusra Mardini from
Damascus, Syria
Swimming Champion,
17 years old



Project:
Go from Turkey to Lesbos, 25km



A motor dhow designed for 6,
loaded with 19 - 2015

- 
- motor stopped, boat took water
 - Yusra jumped in sea, followed by 3 others
 - pulling the boat, keeping it afloat
 - after 3 hours motor started – all were saved

- **Vision**
- **Action**
- **Results**

Ethical values describe triggers to our emotions

8 human values found in most human cultures (Rushworth Kidder)

Responsibility, accountability

Respect, mindfulness, tolerance, diversity

Fairness, justice, equitable

Honesty, truth, integrity

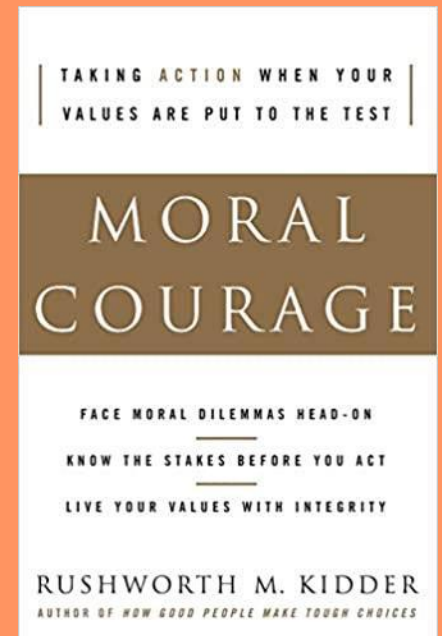
Freedom, autonomy

Community, family, relatedness

Compassion, care, love, help

Humility, reverence for life

PMI Code of Ethics and
Professional Responsibility

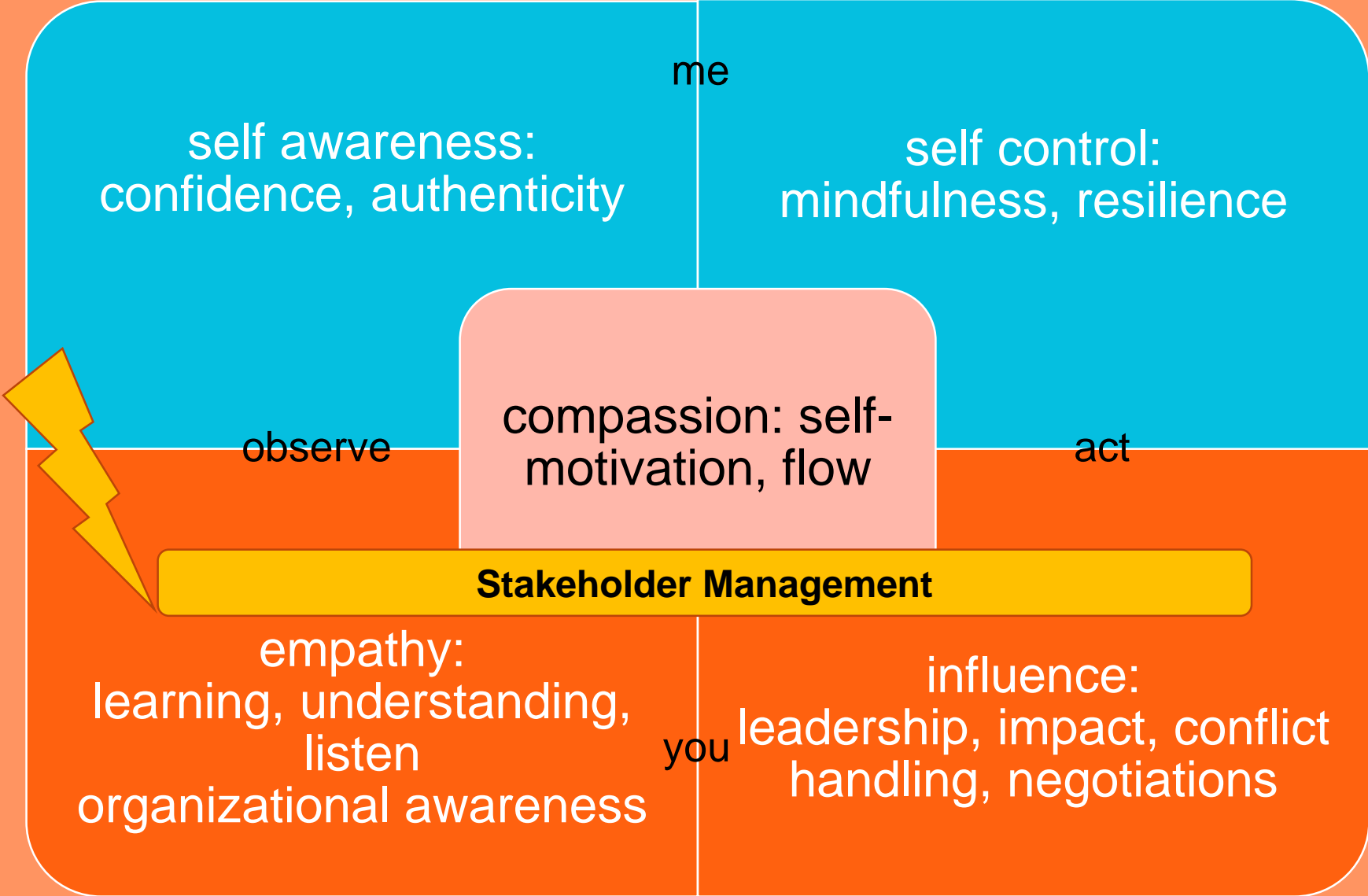


Example:

How fairness and reciprocity developed during evolution



Emotional Intelligence – a base for leadership

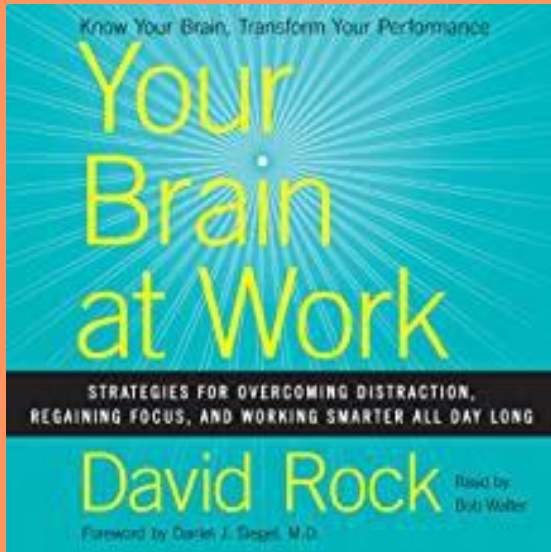


Neuroleadership – SCARF (by David Rock)

a tool to improve emotional intelligence (self control and influence)

5 automatically triggered emotions (David Rock)

How humans feel if emotions are triggered towards the emotion negatively vs. positively



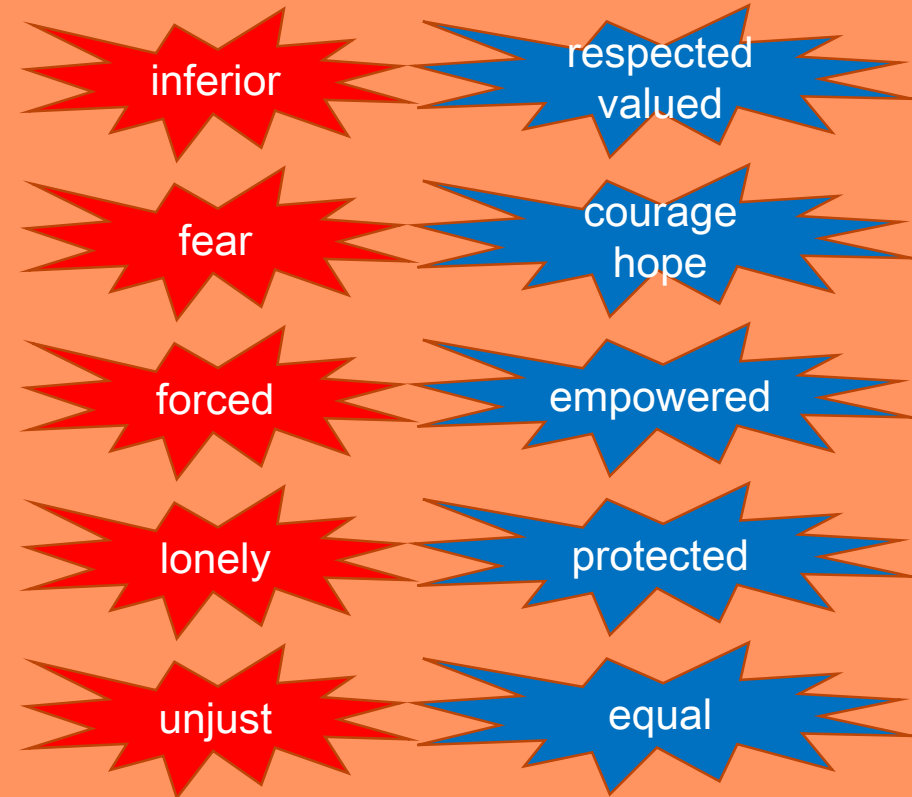
Status

Certainty

Autonomy

Relatedness

Fairness



In order to lead and **influence**, we have to understand motivations that drive our reactions and try to smooth the triggers that might result in emotions

As Project Managers

Status

You are the leaders of teams and customers into a positive future

Certainty

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Autonomy

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Relatedness

In the global profession, in PMI, in the Chapter you find like-minded people with similar problems – connect and help build the PM hive

Fairness

Nobody knows what will be in a year (and never did) – but we all can connect today in order to openly and fairly share ideas for the next steps



SCARF
(David Rock)
davidrock.net/

Leadership can be seen when you perceive a shift ..

From	To
Uncertainty	Certainty
Chaos	Structure
Fear	Hope
Vision	Results
Activism	Plan
Waste	Discipline
Hesitation	Decision
Narrow view	Reframing
Confrontation	Conversation