



ACCELERATOR WORKSHOP
SESSION: LEADERSHIP & VISION
Theme 2 - IDENTIFY STAKEHOLDERS
Sustainable@EDU FRAMEWORK POLICY
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IDENTIFY STAKEHOLDERS

"Coming together is a beginning. Keeping together is progress. Working together is success."
Henry Ford

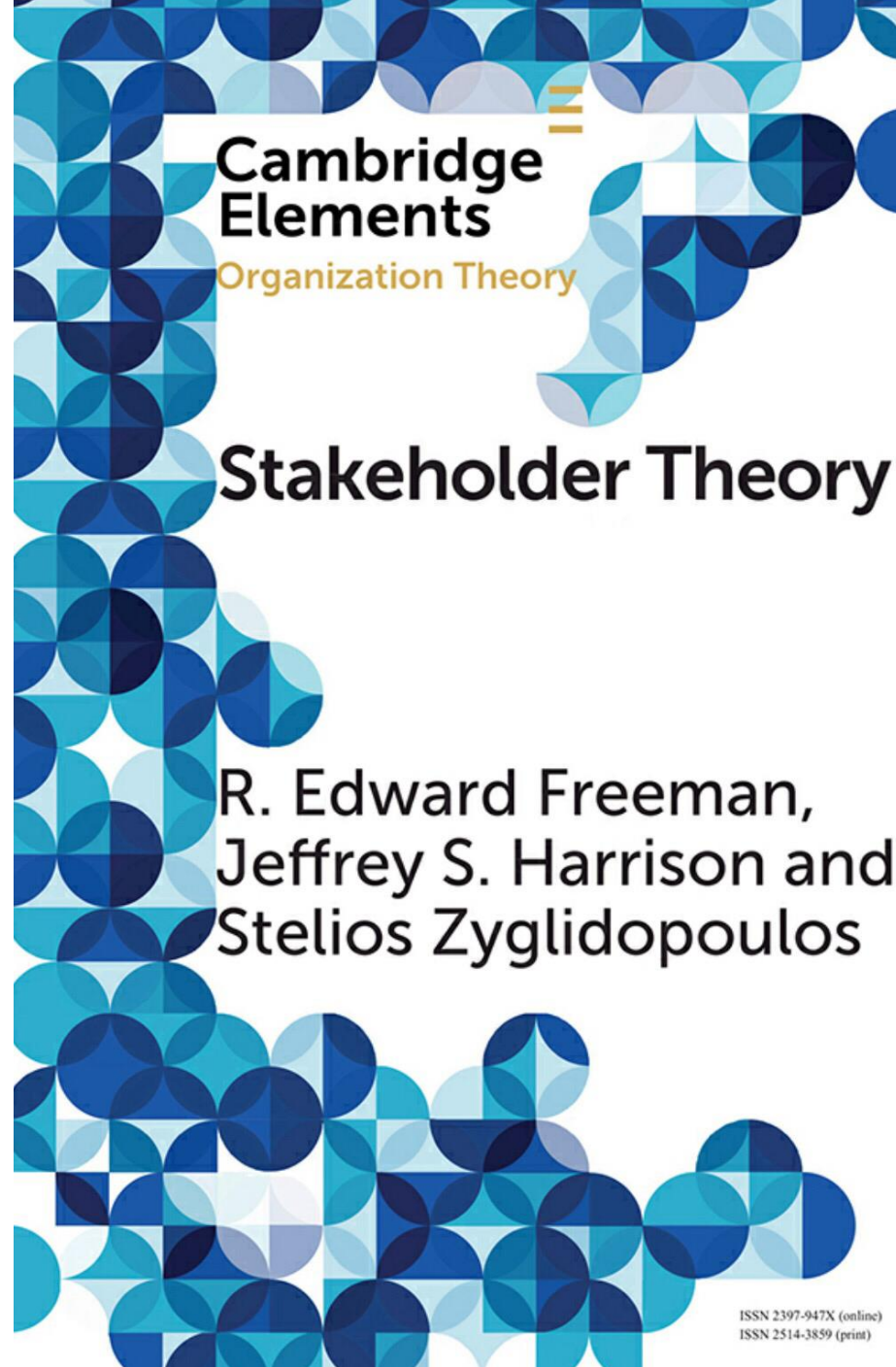




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Developing Value-Creating Stakeholder Strategies





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Finally, George's 6-point mantra is worth emphasizing thus:

1. Project success is measured in stakeholder satisfaction;
2. Stakeholders need to be "part of the team" to truly support the project;
3. Stakeholders' happiness is directly proportional to their ability to exercise change;
4. Change is the only constant throughout the entire project – build processes based on enabling change, not against it;
5. Enabling change allows to deliver what they really need, not what they thought they wanted when the project started; and
6. Meeting the stakeholders needs results in a successful project.

A Pocket Guide To Stakeholders' Management Engagement

George Jucan





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Sustainable@EDU POLICY FRAMEWORK ARCHITECTURE (Sustainable@EDU-PFA)

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