# Making Projects Work: Effective Stakeholder and Communication Management (Best Practices and Advances in Program Management)

*Lynda Bourne*

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Projects are performed by people for people, with the key determinants of success being the relationships between project teams and project stakeholders. This web of relationships will either enable or obstruct the flow of information between people and, as a consequence, will largely determine project success or failure.

**Making Projects Work: Effective Stakeholder and Communication Management** provides a framework for understanding and managing the factors required for achieving successful project and program outcomes. It presents guidelines to help readers develop an understanding of governance and its connection to strategy as the starting point for deciding what work needs to be done.

- Introduces the idea of an organization's communication ecosystem where information flows freely within and among all organizational layers
- Explores the importance of the relationships with the project's stakeholder community as keys to project success
- Describes the theoretical underpinnings of leadership
- Provides detailed analysis of the different types of project stakeholders
- Supplies guidance on developing the appropriate messages to meet project and stakeholder needs

The book describes how to craft appropriate communication strategies for developing and maintaining successful relationships with stakeholders. It highlights the strengths and weaknesses of existing project controls and outlines effective communication techniques for managing expectations and acquiring the support required to deliver successful projects on time and under budget.

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