

# The Stakeholder's Cheat Sheet



We are all stakeholders at one time or another. Being a stakeholder isn't a job description, it is just a capacity in which we operate when needed.

Being a stakeholder isn't a nod towards seniority or special status, it is just a term which we use to define a person from within the business who needs something. Requests fall in to two broad categories, **promote & prevent**.

## Examples

### Promote

Promoting new ideas that will drive value

New features that allow the business to grow

Push alerts, automation, digital signatures

### Prevent

Help avoid expensive mistakes

Making sure teams are building features that are necessary to operate above board

T&Cs, copyrights, GDPR, data security and conduct

## Good Practise

Being a good stakeholder is about collaboration and conversation. It needs understanding and self-discipline. Top tips include: routing all requests through the relevant product owner, or head of product; providing the correct amount or detail and justification for requests being made; providing the time to explain the need behind the request, not the solution.

## Working with Product Owners

In order to have their requests prioritised, stakeholders need to get them on to the relevant product backlog. This means that they should develop a good relationship with the correct product owner, who is the guardian of value of the quality and relative ordering of the items on the backlog. There are often competing priorities and pulling rank should not be condoned.

## Actions to take

- Work out when I am a stakeholder and when I am not.
- Understand which product owners I should be working with
- Help provide supporting information in a simple to digest format
- Know when to interact, events, routines, meetings, etc
- Not bypass product owners and go directly to teams.

