

# The Stakeholder's Cheat Sheet

A Stakeholder is someone who has an interest in a product or service and can influence its development.

As a stakeholder you can hold various levels of influence over the direction in which the product is developed, whether you have a general interest or as an end user of the product.

How you use this is an important factor and could helpfully move the product into a space of better value. Your influence could be used to promote improvements and prevent issues.

## Examples

<b>Promote</b>	Promoting new ideas that will drive value	New features that allow the business to grow	Push alerts, automation, digital signatures
<b>Prevent</b>	Help avoid expensive mistakes	Keep teams informed of new legislations for compliant feature releases	T&Cs, copyrights, GDPR, data security and conduct

## Good Practise

As a stakeholder, communication and collaboration are important. Build an understanding of other people's needs, with patience and self-discipline. To add value, understand your role within the product, respect others' views and listen to different perspectives. Negotiate a win/win where possible. Ensure you communicate through the Product Owners to minimise disruption to the team. Provide necessary detail and clarification for your request, giving time to explain the value behind the request, whilst avoiding solutions. It's a tough role to play!

## Working with Product Owners

Stakeholders could be inside or outside of an organisation. Have your voice heard by developing a good working relationship with the Product Owner to get your requests on to the relevant product backlog. There are often competing priorities and requests which closely align with the product goal are more likely to be set as a priority by the product owner.

## Actions to take

- Work out to which products you are a stakeholder and to which you are not
- Understand which product owners you would benefit from working with
- Help provide supporting information in a simple to digest format
- Know when to interact with other stakeholders and team members
- Know your role as stakeholder, and the impact you have.

