Chapter 2 Summary: Know Your Audience

Stakeholders

* Stakeholder: Persons and organizations actively involved in the project r whose interest may be positively or negatively affected by the execution or completion of the project
* To a BA A stakeholder is anyone who may contribute to or have interest in the requirements

Best way to understand another person’s communication is to understand

* Motives
* Personal biases
* Expertise
* experience

Establish trust with your stakeholders

Key stakeholder roles

* Executive or project sponsor (page 40)
	+ Why do they want the project done
	+ Do tell them about project problems tell them what you will to do move forward
* Project manager (page 44)
	+ Focuses on project resources, money, timing and deliverables
	+ Focuses on the big picture not the details
	+ Builds the work breakdown structure
	+ Acts as a director and manages the project
* Other business analysis
	+ Multiple BA’s may be assigned to a project by area
* SMEs and users (page 49)
	+ Not all SME’s are users of the software
	+ Not all users are SME’s
	+ Anyone that has information about the business, not tied to their title
	+ Need to think about finding the right SME for a given project
	+ Not all managers have the depth of knowledge to define requirements
	+ BA may not always get the best SME
	+ Knowledgeable SME may omit details as they assume you know them or over simplifiy
	+ Some SME’s may be afraid to give incorrect information
	+ Some SME’s may be frustrated from prior projects
	+ Some SME’s are unhappy with their jobs
* Quality Assurance analyst (page 58)
	+ Responsible for testing
	+ Can determine if a requirement can be tested
	+ Involve early on in the project
* Usability professional (page 60)
	+ User experience
* IT Architect (page 61)
	+ Software solutions designer
* IT developer (page 62)
	+ Consumer of the requirements
	+ Need to understand how the developer will respond to the requirements
* Data DBA/Architect/analyst (page 67)
	+ Where data is physically stored and how it can be accessed
* Database designer/administrator
* Vendor (page 68)
	+ Supplier of software and services
	+ Response to RFP, RFI
	+ Vendor Relationship Life Cycle

Stakeholders Analysis

 See list of consideration when evaluating the project stakeholders (page 71)

Working with Dispersed teams

* Physical distance
* Time zones
* Nationality/cultural differences
* Language differences
* Using team collaboration tools
* Shared presentations
* Shared documents