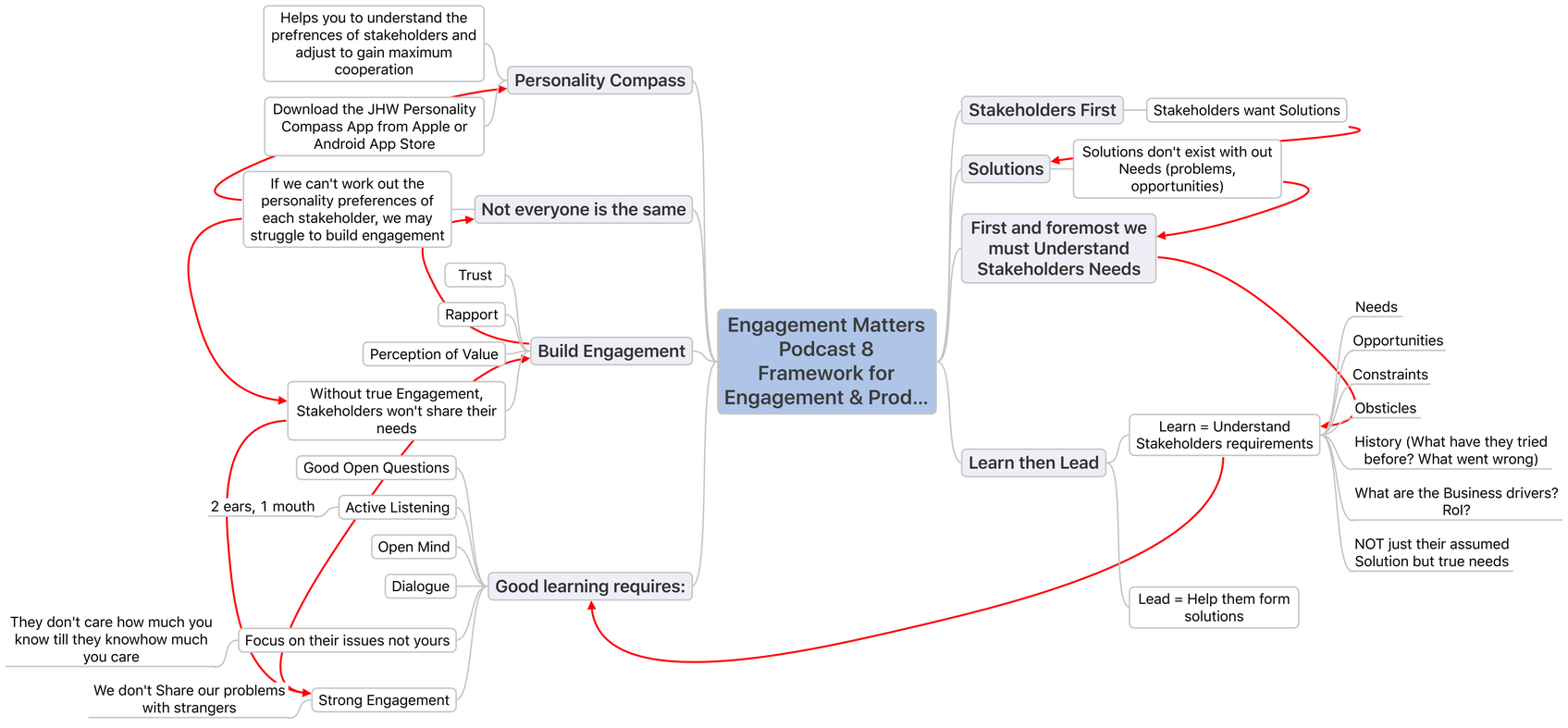
Engagement Matters Podcast 8 Framework for Engagement & Prod...
Personality Compass
Helps you to understand the prefrences of stakeholders and adjust to gain maximum cooperation
Download the JHW Personality Compass App from Apple or Android App Store
Not everyone is the same
If we can't work out the personality preferences of each stakeholder, we may struggle to build engagement
Build Engagement
Trust
Rapport
Perception of Value
Without true Engagement, Stakeholders won't share their needs
Good learning requires:
Good Open Questions
Active Listening
2 ears, 1 mouth
Open Mind
Dialogue
Focus on their issues not yours
They don't care how much you know till they knowhow much you care
Strong Engagement
We don't Share our problems with strangers
Stakeholders First
Stakeholders want Solutions
Solutions
Solutions don't exist with out Needs (problems, opportunities)
First and foremost we must Understand Stakeholders Needs
Needs
Opportunities
Constraints
Obsticles
Learn then Lead
Learn = Understand Stakeholders requirements
History (What have they tried before? What went wrong)
What are the Business drivers? RoI?
NOT just their assumed Solution but true needs
Lead = Help them form solutions