Stakeholder Engagement

Introduction

Stakeholder engagement is an essential foundation of most architecture work. Most change that an architect seeks to bring about – whether it is a change to a technology, business process, or policy – depends on the participation, agreement, and buy-in of stakeholders. Stakeholders can include sponsors, management, users, customers, and the teams responsible for implementing changes.

Architectural analysis is not a “back room” exercise. Architects are called upon to act as leaders in their organizations and connect up people to help bring about a change. Stakeholder engagement methods help architects with this goal.

References

• Itana's [Architecture Leadership](#) site provides inspiration from peers in higher education for:
  • Generating Ideas
  • Using an Artifact to Analyze and Communicate
  • Selling an Idea
  • Inspiring Action, Mobilizing, and Acting
  • Sustaining and Adjusting
  • Planning and Managing Meetings
  • Building Relationships

• At a more detailed level, the UW's Business Analysis Community of Practice offers resources on [In-Person Elicitation, Interviews, and Workshops](#)