

ELEVATING PRODUCTIVITY WITH **GENERATIVE AI**

The

AI

REVOLUTION

in **PROJECT**

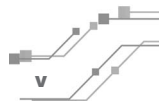
MANAGEMENT



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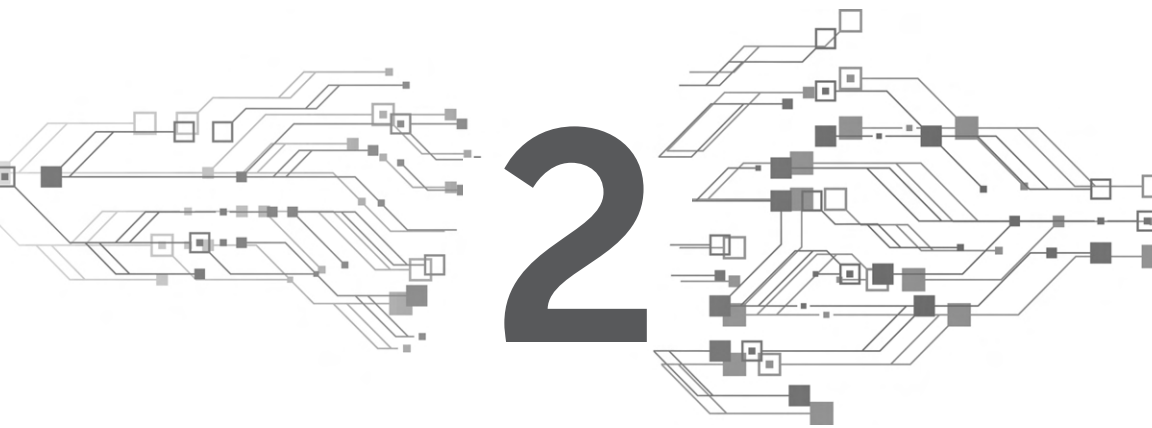


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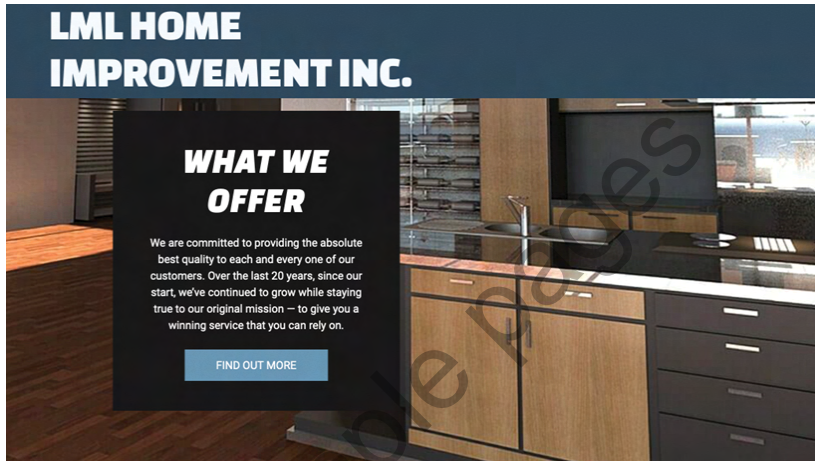


Stakeholders and Generative AI

Projects succeed if you as the project leader successfully identify and engage stakeholders, constantly communicating with them and meeting their expectations. Stakeholder management is more than just a valuable skill—it's a necessity. Generative artificial intelligence (AI) is a precious tool in this effort. Whether you're a novice or an experienced project manager, you can benefit by leveraging AI throughout the project delivery life cycle. AI technologies will significantly enhance productivity and efficiency, from identifying and engaging stakeholders to maintaining effective communication.

AI IN ACTION: LML HOME IMPROVEMENT

For each topic, we will present a real-world use case of an AI model such as ChatGPT, in action. LML Home Improvement Inc. was founded by Luiz M. Lorenzo, originally a carpenter by trade. After a successful start in the home improvement sector, completing small projects such as building basements, rooms, and garages, Luiz sought to grow his business. He decided to move into the home construction sector. He'd heard of AI tools like ChatGPT and quickly mastered using ChatGPT at a basic level.



LML Home Improvement Inc.

Luiz needed to identify stakeholders for his new construction project in a small neighborhood in the outskirts of Acton, Massachusetts. Using a ChatGPT app on his phone, he was quickly presented with a list of eight stakeholders. He was fully aware of most of the stakeholders, such as those listed here:

- Architect/designer
- Subcontractors
- Suppliers
- Finance providers
- Local government/regulators

But it was the list of stakeholders that he had not been aware of that proved to be valuable. Luiz had no experience with issues that could arise when a large project is planned. The AI models have information about



projects, both small and large, and ChatGPT listed three additional stakeholders he had not considered:

Neighboring Community: Neighbors may have a stake, particularly regarding disruption during the construction process.

Real Estate Agents: Real estate agents could assess the home's potential value.

Insurance Companies: LML Home Improvement had insurance, but the fact that AI prominently identified insurance companies got Luiz thinking about whether his insurance was sufficient.

Luiz wrote a letter to the neighboring community and informed them about the disruption. He proactively contacted a real estate agent to get ideas for designing and furnishing. Finally, Luiz increased his liability coverage after talking with his existing insurance company.

Identifying Project Stakeholders

In this section, we will consider how AI can facilitate identifying the stakeholders for any given project. Later in the chapter, we will illustrate how you can keep your stakeholders engaged by keeping them better informed, involved, and appreciated.

Understanding Stakeholders

Stakeholders. We've all heard the term. Let's consult the *Project Management Body of Knowledge* (PMBOK):

A stakeholder is an individual, group, or organization who may affect, be affected by, or perceive itself to be affected by a decision, activity, or outcome of a project.

Basically, a stakeholder in project management is anyone interested in the project's outcome and who is impacted by the project. These could be individuals, groups, or even organizations. Stakeholders can be internal or external to the project.

RESOURCE The PMBOK is a global standard from the Project Management Institute (PMI) leveraged by professionals worldwide. *The Process Groups: A Practice Guide*, is a useful companion to PMBOK that offers practical guidance.¹

1 www.PMI.org

The PMBOK guide identifies eight project performance domains: groups of related activities critical for effectively delivering project outcomes. The first and possibly the most important domain is the *stakeholder performance* domain.

There are different kinds of stakeholders in the project environment (**Figure 2.1**), and they all need to be identified, rated for their impact, and managed.

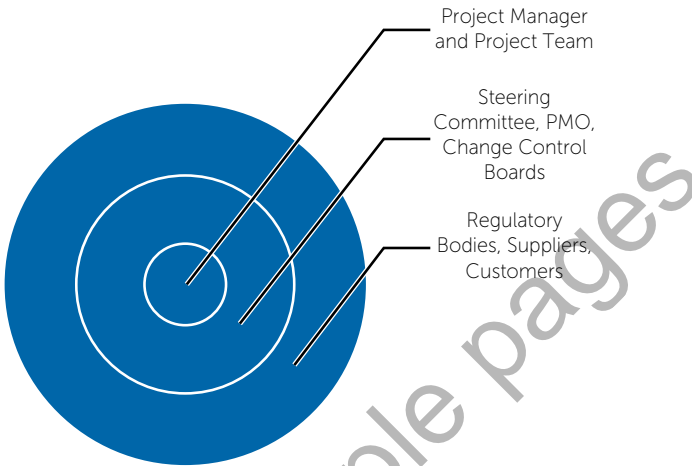


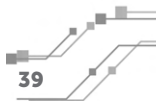
FIGURE 2.1 Stakeholders in the project environment

Throughout this book, you will see examples of the project team—developers, designers, clients, and sponsors—interacting with AI tools. This might include project management software and automation tools. In this chapter, we focus specifically on using an AI tool such as ChatGPT to streamline various aspects of the project with stakeholders.

Leveraging AI to Identify Stakeholders

Identifying stakeholders is a critical aspect of project management. So, how can you leverage AI to streamline this process?

Here's where a tool like ChatGPT comes in handy. Its ability to quickly process large volumes of data can help identify stakeholders based on their interactions and engagements. To begin with, such language models have learned lessons from millions of projects across industries of all types. Additionally, with training, these models can analyze additional project data such as active or historic email communications and identify individuals who are involved in project-related conversations and who might be stakeholders. AI tools can delve into organizational data to



identify relevant parties, depending, of course, on the training or learning documents provided. AI can identify stakeholders from various sources, including project documentation, emails, and social media. ChatGPT, for example, understands the context and frequency of these communications. These techniques can help you, as a project manager, quickly and accurately identify the relevant stakeholders.

A fictional case study can clarify this. Say you are working with Global Health Inc., a start-up in a highly digitized industry. Let's see how AI can help you with activities associated with the stakeholder performance domain. Global Health has several email threads about the project. Consider the following prompt:

"ChatGPT, can you analyze these email threads and help me identify potential stakeholders for our project?"

I'd be happy to help, but as an AI language model, I'm unable to directly access or analyze your emails due to privacy and security concerns. However, I can guide you on how to do this analysis yourself or with a supervised AI tool that complies with your organization's data security guidelines. Typically, you'd look for individuals frequently involved in the email conversations, those with decision-making power, and those impacted by the project.

This conversation highlights the critical aspect of data privacy and the role of responsible AI use in project management. Before utilizing AI tools like ChatGPT, ensure you are fully aware of and compliant with your company's data privacy guidelines. If you're granting AI access to your emails or manually pasting email content into ChatGPT, it's paramount that you're not violating any company rules or regulations. An interaction might look like this

"I have been rummaging through all these email threads for our Global Health project, and it's making my head spin. We need to identify our stakeholders, but there are so many emails! Could you lend me a hand?"

I get where you're coming from, and I'd be thrilled to help! Based on what we understand about the project and its correspondence and the emails you provided, I noticed a chain of emails between John Doe, the Director of Global Health Operations, and Sarah Brown, the Head of Finance, deep in discussing the project's budget.

There are also multiple threads where Mike Green, a Regional Director, juggles resources and timelines with the project team.

There are also emails from Emily White, a Senior Analyst, voicing concerns and sharing insights about how the project might unfold.

Now, what could you infer from this?

- John Doe, the Operations Director, is likely to be one of your key stakeholders. He's right in the thick of things, especially regarding financial decisions.
- Sarah Brown is equally crucial. As the person holding the purse strings, she's a stakeholder who would significantly influence the project's financial standing.
- And let's remember Mike Green. His input as a Regional Director in project planning and resource allocation suggests that he's an operational stakeholder who can directly influence project execution.
- Emily White, too, deserves a mention. She might not have a managerial role, but as a Senior Analyst, her insights about the project's impact make her a stakeholder to be considered.

By playing out this scenario, you can see how an AI tool can help you sift through all that data and identify your stakeholders. All four individuals could be stakeholders based on their involvement and influence. Remember, this is a simplified example, but it gives you an idea of how AI works.

Let's see a few more prompts to ChatGPT as examples. First, a prompt to get started on the list of stakeholders:

"ChatGPT, I have a list of people I have engaged in email conversations about the Global Health website project. Can you review my emails and help me identify other key stakeholders and their role in these interactions?"

Sure, I can help you analyze the frequency and context of these interactions. However, please note that while I can provide suggestions based on data, the final decision should also consider qualitative factors like their influence, interest, and impact on the project. Here is a table that might address your needs:

STAKEHOLDER	ROLE
John Smith	Director of Business Analysis
Mary King	Director of IT
Das Pear	Director of Marketing



Isn't it incredible how AI can transform the working day of a project manager? The possibilities of AI being able to scan through heaps of data to identify potential stakeholders are endless.

The beauty of AI lies in its ability to dive deeper. For instance, AI can analyze the tone, sentiment, and context of email conversations and other forms of communication. This level of analysis goes beyond just identifying who is involved to discerning how they're involved, their potential impact, and their interest in the project.

Consider a prompt like this:

“Analyze the sentiment and context of interactions with Jane from the IT department regarding the Global Health website project. Could you provide an estimate of her potential influence and interest?”

ChatGPT will scan the data, look for patterns and contextual cues, and might respond with something like this:

Based on my analysis, Jane frequently discusses the technical aspects of the project and often proposes innovative solutions. This suggests she has considerable technical influence and seems highly invested in the project's success. The overall sentiment of the interactions with Jane appears positive.

Now, you've identified a stakeholder and gained insights into her potential influence and interest. These insights can be invaluable in strategizing stakeholder engagement.

Engagement, too, can reach new heights of personalization with AI to solidify someone's role as a stakeholder. Let's say you ask,

“Could you draft an engaging, personalized update for Jane acknowledging her contributions and encouraging her continued involvement?”

ChatGPT might respond with a draft saying:

Dear Jane,

Just wanted to take a moment to acknowledge the remarkable work you've been doing on the Global Health website project. Your knack for technical problem-solving and innovative suggestions have really lit up the way forward for us. Your dedication is appreciated, and we look forward to your continued involvement.

Updating the Stakeholder List

Consider the complex dynamics of a project: multiple teams, various roles, shifting priorities, and an evolving environment. In this context, you must keep updating your stakeholder list, acknowledging that new significant participants may emerge while others may recede into the background.

AI can play a critical role in this dynamic stakeholder identification. By continuously monitoring and analyzing communications and interactions, AI can alert you to new potential stakeholders as they emerge. Here's another hypothetical conversation with ChatGPT:

“Are there any emerging stakeholders in the Global Health website project based on the recent email communications?”

After analyzing the recent interactions, I have noticed that Alex from the Legal department has started actively participating in the discussions. Although not previously identified as a key stakeholder, Alex's increasing involvement and legal expertise might make him a significant stakeholder moving forward.

This continuous monitoring allows you to keep your finger on the pulse of the project, ensuring that no potential stakeholder is overlooked.

The Impact of AI on Stakeholder Expectations

Stakeholders in the era of AI also have different expectations. With technology advancing at breakneck speeds, stakeholders expect more transparency, faster responses, and personalized interactions—areas where AI can excel.

As a project manager, you can meet and exceed these high expectations using AI, such as ChatGPT. Real-time reporting, for instance, is a task that you can automate with AI. This way, you keep your stakeholders informed and foster transparency. Additionally, ChatGPT can help provide instantaneous responses to stakeholder queries or concerns, improving stakeholder satisfaction.

Consider this example in our case study: Global Health is working on a tight deadline, and your stakeholders are anxious about the progress.

“Could you please generate a progress report for the website project to share with our stakeholders?”



Of course. Here's a draft of the progress report:

Project Name: Global Health Website Development

Current Phase: Design Stage

Key Accomplishments:

1. Completed user interface design
2. Established color scheme and branding
3. Developed site structure and navigation

Upcoming Milestones:

1. Begin front-end development (Expected start date: 9/1/2025)
2. User testing (Expected start date: 11/1/2025)

Risks and Issues:

Potential delay in front-end development due to dependency on external vendors.

Please note that these are projected dates and may be subject to change. We appreciate your understanding and continued support.

Remember to customize this template based on your actual project details.

That was good practice. While ChatGPT provides an initial draft, it's up to you as the project manager to fine-tune and customize the message to suit your stakeholders. The initial prompt provided was very generic, but if we'd given more project context in the prompt, ChatGPT would have generated more specific and tailored information.

As we push further into the age of AI, not only are stakeholders expecting faster responses and increased transparency, but they are also seeking deeper engagement and more proactive communication. They want to feel like they're part of the conversation and not just passive recipients of updates. And this is where AI's predictive and analytical capabilities can be leveraged.

Imagine, for instance, asking ChatGPT to predict your stakeholders' potential questions after seeing the latest progress report. With its ability to process large volumes of data and predict patterns, ChatGPT can help anticipate and prepare for stakeholder reactions.

Based on the data provided, stakeholders might ask about the following:

- What are the specifics of the dependency on the external vendor, and how might it cause a delay?
- What steps are we taking to mitigate this risk?
- Are there any budgetary implications associated with the potential delay?

By proactively addressing these anticipated concerns in your communications, you'll be meeting the stakeholders' need for a deeper level of engagement, thus building their trust and support.

Beyond generating reports and answering queries, AI can also help manage stakeholder expectations regarding project risks. By analyzing project data, AI can identify risk patterns and potential pitfalls, enabling you to proactively communicate these risks to your stakeholders.

Assuming ChatGPT already has access to customized datasets of a company or organization, think about a prompt like this:

"Based on past project data and our current progress, what potential risks should we communicate to our stakeholders?"

Alternatively, you can use this prompt if you need to input some context to ChatGPT to better understand your project.

"Act as an expert in project management, risk analysis, and stakeholder communication. Use your capabilities to analyze the project information provided. Review our current project progress, the resources involved, potential hurdles, and our existing risk mitigation strategies. From this, generate a report that includes a current status update, identified risks, progress made, potential stakeholders who should be informed, and strategic advice on next steps. This report should be in semi-formal language and structured in a way that is easy to comprehend for all stakeholders involved. Information to consider includes:

Project Description: We're currently developing a new AI model to optimize our recommendation system.

Progress Details: We're halfway through our timeline with major milestones achieved on time.

Known Risks: Potential data bias and resource allocation.

Current Risk Mitigation Strategies: Regular bias testing and reallocation of resources as needed.

Stakeholder Information: Includes a team of data scientists, business executives, product managers, and end users."

As we utilize AI in managing stakeholder expectations, another crucial aspect that's rapidly gaining prominence is AI's role in stakeholder *sentiment analysis*. Understanding how stakeholders feel about a project can



be instrumental in managing their expectations effectively. AI can analyze stakeholder communication for sentiment, providing valuable insights into their emotional state and overall attitude toward the project.

Let's consider a scenario. You ask ChatGPT,

“Based on the recent communications, how does the design team feel about the recent changes we’ve implemented?”

Based on recent emails and messages analysis, the design team appears to have positive sentiment toward the changes. Positive language and expressions suggest they are satisfied with the recent implementations.

Armed with this information, you can craft your messages and responses more accurately, keeping the positive sentiment alive and addressing any concerns promptly.

Additionally, as you navigate this new landscape, you'll notice an increasing demand for AI that doesn't just respond to commands but that also offers suggestions and recommendations proactively. Stakeholders could expect this level of initiative from AI, further influencing the dynamics of project management.

Imagine a scenario in which ChatGPT notices a pattern of recurring issues during a particular phase of your projects. It might proactively suggest:

In the past few projects, there have been noticeable delays during the testing phase due to unexpected bugs. To mitigate this risk, I recommend incorporating a more robust debugging process in the project plan.

Such proactive insights from AI can significantly improve your preparedness, allowing you to manage stakeholder expectations more effectively.

Moreover, with AI's data analysis and predictive modeling capabilities, you can now give your stakeholders more realistic project forecasts, reducing the gap between expectations and reality. This level of predictive accuracy can go a long way in maintaining stakeholder confidence and ensuring their continued support.

For example,

“Based on past projects of similar scale, what is the most realistic timeline for the testing phase of our project?”

With a response from ChatGPT, you'd be better equipped to set more accurate timelines and manage stakeholder expectations more effectively.

And as you continue to explore this terrain, you must focus on practical and empathetic communication, stakeholder engagement, and respect for data privacy. In each chapter, we include a section that specifically addresses ethical situations, including transparency about data privacy. It's clear that as we harness the power of AI in managing stakeholder expectations, we are not just evolving our methodologies but also redefining the boundaries of what is achievable in project management.

Stakeholder Analysis with AI

Once you have identified your stakeholders, it's time to delve deeper into their interests, needs, and preferred communication channels—this is *stakeholder analysis*. Stakeholder analysis is a crucial step in any project management process, as it helps you to understand the various parties involved, their interests, needs, and preferred communication channels. This analysis enables organizations to develop effective strategies for stakeholder engagement, ensuring that all parties are informed, involved, and satisfied with the project's progress and outcomes. A problem we face is that there are differing personal and political interests. AI is able to provide out-of-the-box solutions to such dilemmas.

Understanding Stakeholder Interests and Needs

After identifying your stakeholders, you must develop a full understanding of their interests and needs to manage their expectations and ensure the project's success. Stakeholders are the heart and soul of any project. Understanding their needs and interests is crucial to managing their expectations and ensuring project success. Traditional methods of stakeholder analysis can be time-consuming and complex. AI can add a whole new dimension to this process.

AI models like ChatGPT can assist you in understanding your stakeholders by analyzing textual data such as emails, project briefs, and even meeting transcripts. This information can effectively tailor project plans and communication strategies to address stakeholder needs and interests.



For example, in our Global Health example, assume you have a project brief and some initial conversations recorded. You can ask ChatGPT for an analysis:

“All right, we’ve done a great job identifying potential stakeholders. But understanding them is a different ball game. We need to grasp their interests and needs for this project, and we have a project brief and a bunch of initial conversations with them. Could you help me determine what our stakeholders might be interested in?”

I’m with you, and it sounds like a fascinating challenge. Based on the information you’ve given me, let’s create another hypothetical scenario:

Project Quality: From what we know, our stakeholders seem keen on a high-quality website. They’re looking for something comprehensive that covers all of Global Health’s services. But it’s not just about information—the website must be user-friendly, accessible, and visually appealing. They’re not going to compromise on the quality!

Time Crunch: There’s also this undercurrent of a tight deadline. There might be upcoming marketing campaigns or events that hinge on this project.

Time is of the essence here.

Budget Constraints: Amidst all this, there are murmurs about budget constraints. The stakeholders need cost-efficient solutions that will ensure the quality of the website is maintained.

NOTE ChatGPT’s interpretation is based on the information provided. It’s essential to confirm the analysis with the stakeholders themselves. Human judgment is essential when it comes to understanding nuanced human needs and interests.

Next, ask ChatGPT for specifics about individual stakeholders that have been identified:

“That’s great to start with. Can you help us delve deeper into some of the specific stakeholders’ interests and needs?”

You’re right, and I’d be glad to help! Let’s build upon our earlier conversation and dive deeper into those stakeholder needs and interests.

John Doe, the Director of Global Health Operations, likely has a vested interest in the project’s overall success, ensuring all operations are running smoothly and aligning with the organization’s strategy.

Sarah Brown, as the Head of Finance, might be particularly interested in the cost-efficiency of the project, closely monitoring the budget and looking for ways to optimize spending.

{Response continues with the other stakeholders, truncated for brevity and relevance.}

Imagine using an AI model to sift through textual data—emails, project briefs, meeting transcripts—to pinpoint stakeholders' interests and needs. It could analyze linguistic patterns, frequency of topics, sentiments, and more. Such insights will allow you to tailor your project plans and communication strategies more effectively. You could proactively address stakeholder needs and interests, leading to better engagement and, ultimately, a more successful project.

Ranking Stakeholders by Power and Interest

As a project manager, you can consult ChatGPT to help assess stakeholders' power and interest levels, using a tool from the PMBOK:

"Could you please generate a Power Authority vs Interest Matrix for your identified stakeholders?"

Sure, I'd be happy to help you generate a Power vs Interest Matrix for these stakeholders. In a Power vs Interest Matrix, we plot stakeholders based on their level of interest in the project against their level of power or influence over the project.

Given the information provided in the conversation, here's how you might plot the stakeholders:

John Doe, Director of Global Health Operations: High Power, High Interest. As the Director, John Doe likely has significant influence over project decision-making. Given his role, he's likely to have a high interest in the overall success and efficiency of the project, aligning it with the organizational strategy.

Sarah Brown, Head of Finance: High Power, High Interest. Sarah, being in charge of the finances, can influence project decisions based on budget and cost concerns. She is likely to be interested in optimizing spending and maintaining cost efficiency.

{Response continues with the other stakeholders, truncated for brevity and relevance.}



Please remember that this is an approximate classification, and these stakeholders' actual power and interest levels could vary based on many factors, including organizational culture and personal commitment. This information is based on historical data and job titles, but in many cases, the job title might not accurately reflect power or authority.

It is also important not to publicly show this information to the stakeholders. Although this document is a vital project plan document, it should be kept in a private notebook. Case in point: Emily might not be pleased that she is classified as a low-power and low-interest stakeholder.

For quick reference, ChatGPT can generate a table and matrix to help you better visualize this information:

"Hey ChatGPT, can you please put that information in table format?"

Of course, here's the Power vs Interest Matrix in a table format

STAKEHOLDER	POWER	INTEREST
John Doe	High	High
Sarah Brown	High	High
Mike Green	Medium	High
Emily White	Low	Medium

TECHNICAL GUIDE Refer to Technical Guide 2.3 for a step-by-step guide to uploading an attachment to allow ChatGPT to create a visual presentation of the data.

Remember that the classifications of power and interest as low, medium, or high can vary based on the specific circumstances and dynamics within your organization. They are approximations that can serve as a guideline for how much attention and management each stakeholder might require during the project.

"That was great! Can you please put that in a grid or quadrant please?"

Certainly!

Figure 2.2 shows how, based on the description of the job titles of these stakeholders, ChatGPT Advanced Data Analysis (Code Interpreter) has inferred their power levels in a grid.

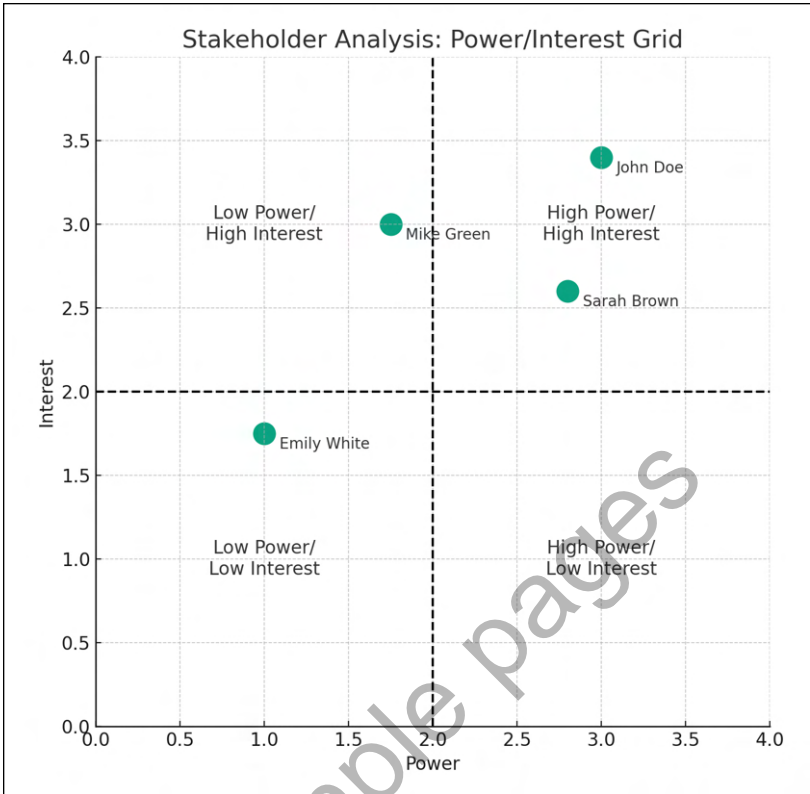


FIGURE 2.2 Power vs. Interest grid generated by ChatGPT Advanced Data Analysis

Of course, as with any tool, AI has its limitations. Real-world decision-making calls for human judgment, empathy, and an understanding of cultural and emotional nuances that AI might not fully grasp. But it's undeniable that AI offers a valuable support system, helping you navigate stakeholder management challenges with greater ease and confidence.

Stakeholder Communication Preferences and Channels

Effective communication is critical to successful stakeholder engagement, and understanding stakeholder preferences for communication channels is crucial to achieving this. AI can analyze stakeholder interactions to determine whether they prefer email, phone calls, or face-to-face meetings, and their selected frequency and style of communication. You can then use this information to develop tailored communication plans that meet the needs of each stakeholder.

For instance, a stakeholder who is highly engaged and responsive to visuals might receive a dynamic project dashboard, where we used ChatGPT



Advanced Data Analysis tool to add visual aids to communications. Another stakeholder, who prefers detailed reports, might receive an in-depth written analysis. Similarly, messages to stakeholders can be tailored to address their specific concerns, whether those are about cost, quality, schedule, or other aspects of the project. By understanding, addressing, and personalizing each stakeholder's unique needs and preferences, AI can help foster stronger, more effective stakeholder relationships to better manage their expectations and foster their engagement and support.

In the context of our case study, if Global Health has previous projects with similar stakeholders, you could use AI to analyze communication patterns:

“How would I go about identifying the preferred communication channels of our stakeholders?”

Sure. Look for frequency and responsiveness across different channels (such as email, Slack, and Teams). Stakeholders who respond quickly on a certain channel likely prefer that one. Also, consider the formality and complexity of the information being shared. Complex or formal information is often better suited to email or face-to-face meetings, while casual or urgent updates may be better for chat apps.

This example provides some general strategies for determining the best communication method. However, as companies adopt AI and integrate their datasets, AI can sift through massive quantities of data to unveil patterns and connections that might otherwise be missed. And because AI constantly learns and adapts, it can provide even more accurate and timely insights into stakeholder needs.

“Based on historical communication data, can you help identify the preferred communication channels of our stakeholders?”

Absolutely, I can help you understand the communication preferences of your project stakeholders based on the fictional historical data available.

Here's what the analysis suggests:

Jane from IT, for instance, tends to respond most quickly and effectively when contacted via Slack. She is typically active during regular business hours, and her concise responses indicate a preference for direct, short communication. She also frequently uses emojis to convey her reactions, suggesting that she appreciates a certain level of informality in digital communications. However, Jane usually prefers emails for more formal and complex topics, particularly when discussing system upgrades or significant IT decisions.

Then there's Bob from Marketing. He prefers face-to-face meetings or video calls on Zoom for detailed discussions. He is more likely to respond to emails when a session is requested or to confirm details. His communication style indicates a preference for personal interaction and in-depth conversation.

(Response truncated for brevity and relevance).

Understanding these preferences can significantly enhance your communication efficiency with stakeholders. Remember that stakeholders' preferences can change over time and with changing circumstances, so it's always a good idea to review and ask for feedback regularly.

If you continually engage with an AI tool like ChatGPT, it progressively refines its understanding based on the feedback and additional information provided. Jane from the IT department prefers direct, concise communication rather than lengthy updates. If we feed this preference back into the AI, it can adjust its communication style when interacting with Jane, making future messages more tailored to her liking.

Consider a prompt like this

"Remember that Jane prefers concise updates. Can you provide a short but comprehensive update on the project status for her?"

NOTE AI models like ChatGPT operate based on *tokens*, which can be thought of as words, characters, or slices of text. Each conversation has a token limit, a maximum amount of information the model can hold at once. In extended chats, if the token limit is reached, earlier tokens might be dropped, making it seem like the AI has forgotten a detail. If that happens, it's perfectly okay to jog its memory with a reminder!

ChatGPT would then adjust its response:

Sure, here's a brief update: Dear Jane, ...

AI's ability to learn and evolve makes it a dynamic tool in stakeholder engagement that becomes more attuned to stakeholder preferences the more you interact with it.

In essence, AI encourages a shift from a one-size-fits-all approach to a nuanced, personalized strategy centered on understanding and respecting individual stakeholder preferences. As you adopt and integrate AI into your project management practices, you'll be better equipped to foster meaningful, productive relationships with your stakeholders.