

Approaching stakeholder management in an inclusive manner, case study published by Gauteng Management Agency (GMA), 2015.

This case study spells out the process of formulating and implementing a multi-stakeholder communication strategy which was carried for the Gautrain project, South Africa.

The challenges identified were that, the project draws much attention from a large number of different stakeholders groups from within and outside South Africa. Which made it impossible to take into account their diverse views.

This case study highlighted the relevance of ensuring consistent communication and collaboration with stakeholders throughout the project life cycle. The stakeholder management strategy was developed in line with stakeholders' expectations.

It further highlighted how the adopted multi-stakeholder communication strategies contributed to the success of the project.