

# PMO Marketing: building long term stakeholder relationships by refining PMO operations

*The way a PMO operates affects stakeholder perceptions & expectations about PMO capability, performance and value. Use this worksheet to challenge your assumptions about PMO operations, and actions that could change perceptions.*

## Pay attention to quality

Ensure products & services meet expectations

- What does 'quality' mean for your stakeholders eg. usability, reliability, access, speed
- What would good look like
- What is the stakeholder experience
- What actions will reduce the gap

## Highlight the value delivered

Ensure stakeholders see where PMO makes a difference

- What does 'delivering value' look like for stakeholders eg. how PMO enables savings, change, delivery
- What would evidence look like
- What do stakeholders see
- What actions will reduce the gap



## Solve stakeholder problems

Help stakeholders get things done

- What 'problems' do your stakeholders have eg. project bottlenecks, process complexity, access to scarce resources
- What would help look like
- What is the stakeholder experience
- What actions will reduce the gap

## Pay attention to perceived costs

Help people focus on the benefits

- What are 'costs' for stakeholders eg. delays, overheads, reputation
- What would acceptable cost look like
- What are their current perceptions
- What actions will reduce the gap

## Demonstrate credibility and capability

Provide evidence that PMO can deliver

- What does 'credibility and capability' mean eg. proven methods, skills, reliability, resources, capacity
- What would convincing evidence look like
- What do stakeholders see
- What actions will reduce the gap

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