

# Invitation from ASQ Inspection Division June 3, 2025 Virtual Webinar

**DATE:**

Tuesday  
June 3, 2025

This is a virtual/online  
webinar via Webex. Log-in  
information will be provided  
on the registration  
confirmation email.

**Time: 4:00 pm – 5:30 pm PDT**

(check website to confirm time)

**There is no charge for ASQ  
members or non-members**

**Advance registration is  
required for planning purposes  
and to receive RU credit  
following the meeting.**

Attendance at this meeting earns  
RUs toward ASQ recertification.

More information about ASQ's  
Inspection Division is available  
[here](#).

For more information about our  
ASQ section and other upcoming  
events: [www.asq614.org/](http://www.asq614.org/) or our  
[myASQ community site](#).

## Stakeholder Analysis and Communication Strategies



**Natella Isazada, CMQ/OE**  
**Regional Director, ASQ Canada and Greenland**

Starting a new project can be an exciting journey, but without a clear understanding of those who stand to gain or lose, success may remain elusive. This is where the pivotal practice of stakeholder analysis comes into play.

This presentation is designed to elevate your stakeholder management skills and stakeholder analysis techniques.

You can learn to prioritize effectively with stakeholder salience and discover tailored communication strategies for diverse stakeholder groups.

Whether you are managing projects, leading teams, or shaping organizational strategies, this session will provide actionable insights to strengthen your relationships and achieve results.

Don't miss the opportunity to sharpen your expertise and connect with fellow quality professionals and project managers.

This session will discuss:

- What stakeholder analysis is and why it is important
- How to identify internal and external stakeholders and assess their interests and expectations
- The importance of effective communication strategies

*About the speaker: Natella Isazada has 20 years of experience in Quality, Risk, EHS Management in a number of industries. As a consultant, she has helped many businesses and non-profit organizations with process improvements, QMS, ISO 9001 compliance, and streamlining business communications. Natella is the author of Quality in Quality Out and Quality 4.0 Are you Prepared? She is ASQ CMQ/OE certified and has been trained as CQA and IRCA certified Lead ISO 9001 Auditor. Natella has been an ASQ member since 2024 and served her home section ASQ Vancouver (Canada) in multiple leadership roles prior to assuming her current position as Regional Director of ASQ Canada and Greenland in 2022.*