

The Art of Stakeholders Management Effectively

14 – 18 February 2027
Amsterdam (Netherlands)

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Introduction

In the world of project management, stakeholder management is a critical factor for the success of any project. Understanding the definition of a stakeholder in project management is essential, as it helps you identify individuals or groups with an interest in your project or initiative. Without the proper support from stakeholders, whether in a project or a major change initiative, your chances of success are significantly diminished.

This dynamic and engaging Stakeholder Management training course combines both theoretical and practical aspects of influencing, negotiating, and communicating with stakeholders. You will learn how to build long-term relationships with stakeholders, ensuring project success. Additionally, you will acquire the necessary skills to develop a stakeholder engagement plan, manage expectations, and use communication and negotiation strategies effectively.

Course Objectives

This course is designed to equip participants with the essential stakeholder management skills necessary for managing relationships and securing stakeholder support. The course will enable you to:

- Understand stakeholder interests: Learn to identify and assess the interests of stakeholders, both internal and external.
- Recognize the difference between influence, persuasion, and negotiation: Understand how these concepts are interconnected but serve different purposes in stakeholder management.
- Create a stakeholder management plan: Learn the steps involved in crafting a comprehensive stakeholder management plan that aligns with project goals.
- Evaluate stakeholder participation: Use an evaluation matrix to assess stakeholder involvement and effectiveness.
- Build trust with stakeholders: Develop strategies to foster trust and collaboration with stakeholders.
- Manage policies and procedures: Learn to navigate complex procedures for stakeholder registration, participation, and engagement.
- Use negotiation and persuasion skills: Apply persuasion and negotiation techniques to manage stakeholder expectations and influence decision-making.

A graphic of a chessboard with several pawns. In the foreground, a gold king piece stands prominently. Behind it, a silver pawn and a gold pawn are visible. The background shows concentric circles emanating from the center of the board.

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Course Outlines

Day 1: Essential Communication Skills for Stakeholder Management

- Introduction to Stakeholder Management: Explore the fundamentals of stakeholder management and its importance in project success.
- The Psychology of Communication: Understand how the psychology behind communication influences stakeholder engagement.
- The Seven Major Barriers to Effective Communication: Learn about the barriers to clear communication and how to overcome them.
- Why Listening is More Important Than Talking: Understand the critical role of active listening in building trust with stakeholders.
- Developing a Communication Plan: Gain practical insights on creating an effective communication strategy for engaging stakeholders.
- Emotional Intelligence EI: Learn the emotional intelligence skills essential for managing relationships and resolving conflicts.
- The 5-Spoke Model for Contact Methods: Apply the 5-spoke model to tailor communication strategies to different stakeholders.
- Using Influence with Power: Learn how to apply influence and power dynamics in your interactions with stakeholders.

Day 2: Stakeholder Management

- Key Definitions in Stakeholder Management: Understand the core terms and concepts used in stakeholder management.
- Identifying Your Stakeholders: Discover techniques for identifying stakeholders and categorizing them based on their influence and interest.
- Stakeholder Analysis: Learn how to conduct a thorough stakeholder analysis to prioritize engagement efforts.
- The 3-Step Approach to Effective Stakeholder Management: Explore a proven, structured approach to managing stakeholder relationships.
- Anticipating Stakeholder Needs: Gain insight into forecasting stakeholder needs and concerns to better manage expectations.
- Developing Ongoing Business Relationships: Understand the importance of building long-term, sustainable relationships with stakeholders.
- Using Powerful Stakeholder Analysis Tools: Learn how to apply advanced tools for stakeholder analysis and engagement.
- Influencing and Persuasion Skills: Master techniques for influencing and persuading stakeholders effectively.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The background features concentric circles and a checkered pattern.

Day 3: Influencing Skills

- The Tools of Influence: Learn the key tools and strategies that can help you influence stakeholders.
- Neuro-scientific Communication: Gain insights into how the brain processes communication and how you can leverage this knowledge to influence stakeholders.
- Reciprocity: Give and Take: Understand the principle of reciprocity and how it can be used to build stronger stakeholder relationships.
- Commitment & Consistency: Learn how the principles of commitment and consistency can be applied to influence stakeholder behavior.
- Social Proof: Understand how social proof can drive stakeholder decisions and actions.
- Liking, Authority, & Scarcity: Explore how liking, authority, and scarcity impact stakeholder behavior and decision-making.

Day 4: Negotiation Techniques and Practice

- Coleman Raider "Bare-Bones" Model: Learn this essential model for structuring successful negotiations.
- Negotiation Styles Assessment: Discover your negotiation style and how to leverage your strengths to improve your results.
- Creating the Ideal BATNA: Learn how to identify your Best Alternative to a Negotiated Agreement BATNA and use it as a leverage point in negotiations.
- Introduction to Reframing Techniques: Explore the art of reframing to navigate difficult negotiations and reframe conflicts.
- Cultural Differences in Negotiation: Understand how cultural factors influence negotiation styles and learn strategies for cross-cultural negotiations.
- Overcoming Deadlock: Learn techniques for breaking negotiation deadlocks and moving discussions forward.
- Building on Your Strengths: Use negotiation assessments to understand your negotiation style, build on your strengths, and improve your overall effectiveness.

Day 5: Essential Skills for Stakeholder Management

- 10 Key Principles of Stakeholder Engagement: Understand the core principles that drive successful stakeholder engagement.
- Managing Stakeholders Successfully: Learn how to keep stakeholders engaged, informed, and supportive throughout the project lifecycle.
- The Power of Agile: Discover how agile methodologies can enhance your stakeholder engagement plan and improve stakeholder collaboration.
- Practical People Engagement: Learn hands-on techniques for engaging stakeholders in meaningful and productive ways.
- The Power of Empathy: Explore how empathy can build trust and strengthen relationships with stakeholders.
- Running Effective Stakeholder Meetings: Gain insights on how to conduct productive meetings with stakeholders, both in-person and virtually.
- Building Trust Remotely: Learn how to maintain trust and engagement with stakeholders in virtual environments.
- Applying Lessons Learned and Feedback: Learn how to apply lessons learned from previous projects and obtain feedback from stakeholders to improve future projects.

Why Attend this Course? Wins & Losses!

Effective stakeholder management skills are not just beneficial—they are essential. Whether you're managing a project, change initiative, or any strategic endeavor, mastering the art of stakeholder engagement can make or break the success of your efforts. Here's why attending this course is a game-changer:

- Build Strong Stakeholder Relationships: Learn how to create and maintain effective, long-term relationships with key stakeholders.
- Develop Powerful Communication Plans: Discover how to craft and implement a stakeholder engagement plan that aligns with both project and organizational goals.
- Master Influence and Persuasion: Acquire the skills to influence and persuade stakeholders, ensuring buy-in for your projects and initiatives.
- Enhance Negotiation Skills: Learn how to manage tough negotiations and reach mutually beneficial agreements with stakeholders.
- Utilize Stakeholder Analysis Tools: Gain practical experience in using stakeholder analysis tools to prioritize and engage with stakeholders effectively.
- Maximize Project Success: By mastering stakeholder management, you ensure better project outcomes, smoother execution, and greater stakeholder satisfaction.

Conclusion

Stakeholder management is a critical factor in the success of any project, and learning how to manage these relationships effectively will set you apart as a leader. Whether you are working on a strategic management initiative, managing a project, or leading a change effort, mastering the principles of stakeholder engagement will provide you with the tools to drive success.

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By joining this stakeholder management training, you will develop the essential skills to influence, persuade, negotiate, and communicate with stakeholders at all levels, ultimately ensuring the success of your projects and initiatives.

Don't miss the opportunity to enhance your stakeholder management skills—take the next step in your career and enroll today!

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