

## The Art of Stakeholders Management Effectively

*Amsterdam (Netherlands)*

*9 - 13 June 2025*

UK Traininig

# PARTNER



# The Art of Stakeholders Management Effectively

Code: OC28 From: 9 - 13 June 2025 City: Amsterdam (Netherlands) Fees: 4700 Pound

## Introduction

A Stakeholder is an individual or group, with an interest in what you provide or do. If you are going to influence your Stakeholders, you must take the time to develop and build support. Whether this is for a Project or a major Change initiative, without the support of people, you will fail. Research has shown that Project and Programme Management Specialists spent much more time than the average respondent dealing with people and people issues.

This exciting and innovative Stakeholder Management training course will focus on the practical and theoretical aspects of Influencing, Negotiating & Communicating. You will learn how to build an ongoing relationship with people to ensure success in all you do. You will learn the essential ingredients of engagement and practical skills in human communication, influence, and negotiation.

## Course Objectives

- Understand stakeholder interests
- Recognize the difference between influence, persuasion, and negotiation
- Develop a management plan for stakeholder participation
- Evaluate participation using the evaluation matrix
- Implement your plan of the project charter
- Take advantage of the change control plan
- Build trust with stakeholders
- Contain domain crawl using negotiation and persuasion
- Managing policies
- procedures for registration
- participant engagement

## Course Outline

### Day 1

#### Essential Communication Skills for Stakeholder Management

- Introduction to Stakeholder Management
- Understanding the Psychology of Communication
- The Seven Largest Barriers to Effective Communication
- How to remove these barriers?



- Why listening is more important than talking?
- Develop a communication plan
- The Emotional Intelligence EI Skills needed for Management
- Bend your contact method using a 5-spoke model
- Understanding the Psychology of Communication with Stakeholder and How to Use Influence with Power
- The Seven Largest Barriers to Effective Communication and Dealing with Conflict
- How to Remove the Barriers to Effective Communication and Stakeholder Engagement

## Day 2

### Stakeholder Management

- Key Stakeholder Management Definitions
- Identifying Your Stakeholders
- Stakeholder Analysis
- The 3-Step Approach to Effective Stakeholder Management
- Anticipating Your Stakeholder likely Needs
- Developing Ongoing Business Relationships
- Identifying your Stakeholder using powerful Stakeholder Analysis Tools and a proven 3-Step Approach to Effective Stakeholder Management
- Anticipating your Stakeholder's likely Needs, Managing Expectations and Developing Ongoing Business Relationships
- Influencing and Persuasion skills -What They Are and How to Use

## Day 3

### Influencing Skills

- The Tools of Influence
- Neuro-scientific Communication
- Reciprocity: Give and Take
- The Importance of Commitment & Consistency
- How Social Proof Influences Behaviour?
- Liking, Authority & Scarcity

## Day 4

### Negotiation Techniques and Practice

- Coleman Raider "Bare-Bones" Model
- Negotiating Styles Assessment
- Create The Ideal BATNA
- Introduction to Reframing Techniques
- Cultural Differences that Affect Negotiation
- Negotiating Styles, Tactics and Overcoming Deadlock
- Negotiating Styles Assessment - Building on your Strengths and Improving your Negotiation Skill-set
- Using Proven Negotiation Techniques, including the five modes, BATNA and various Planning and Analysis Tools
- Planning, Managing and Concluding a Staged or Long-Term Negotiation with Multiple Stakeholders



## Day 5

### Essential Skills for Stakeholder Management

- 10 key principles of stakeholder engagement
- Managing Stakeholders Successfully
- The Power of 'Agile'
- Practical People Engagement
- The Power of Empathy
- Running Effective Stakeholder Meetings and record-keeping
- Run more effective virtual meetings
- Building trust with stakeholders remotely
- Apply lessons learned and obtain feedback from stakeholders



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