

Workshop in The Art of Stakeholders Management
Effectively

Berlin (Germany)

21 April - 2 May 2025

UK Traininig

PARTNER



Workshop in The Art of Stakeholders Management Effectively

Code: OC28 From: 21 April - 2 May 2025 City: Berlin (Germany) Fees: 8400 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 spend 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, and 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 for the project charter
- Take advantage of the change control plan
- Build trust with stakeholders
- Contain domain crawl using negotiation and persuasion

Course Outline

Day 1

- 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?

Day 2

- 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 Stakeholders 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 3

- Key Stakeholder Management Definitions
- Identifying Your Stakeholders
- Stakeholder Analysis
- The 3-Step Approach to Effective Stakeholder Management
- Anticipating Your Stakeholder Likely Needs

Day 4

- 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 5

- The Tools of Influence
- Neuro-scientific Communication
- Reciprocity: Give and Take

Day 6

- The Importance of Commitment & Consistency
- How does Social Proof influence behavior?
- Liking, Authority & Scarcity

Day 7

- Coleman Raider "Bare-Bones" Model
- Negotiating Styles Assessment
- Create The Ideal BATNA
- Introduction to Reframing Techniques
- Cultural Differences that Affect Negotiation

Day 8

- 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 9

- 10 key principles of stakeholder engagement
- Managing Stakeholders Successfully
- The Power of 'Agile'
- Practical People Engagement

Day 10

- 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



Blackbird Training Cities

Europe



Zurich (Switzerland)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)

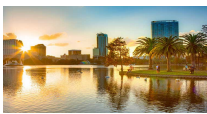


Milan (Italy)

USA & Canada



Los Angeles (USA)



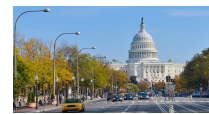
Florida (USA)



Online



Boston (USA)



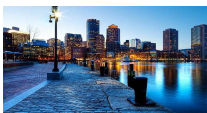
Washington (USA)



Miami(USA)



New York (USA)



Toronto (Canada)

UK Training
PARTNER



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Moscow (Russia)
(Malaysia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER



Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Refinement

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



training@blackbird-training.com



www.blackbird-training.com

UK Training

PARTNER

