

Workshop in The Art of Stakeholders Management Effectively

Kuala Lumpur (Malaysia)

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UK Traininig

PARTNER



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Introduction

Stakeholder management is a fundamental element in any project or change initiative. Stakeholders are individuals or groups who have an interest in what you provide or do, and it is essential to influence and build support from them to foster strong relationships. Without the backing of these individuals, achieving success becomes a daunting task. Research shows that project and program management specialists spend significantly more time dealing with people and their issues than average respondents.

This innovative course on stakeholder management will focus on both the practical and theoretical aspects of influencing, negotiating, and communicating with stakeholders. You will learn how to build an ongoing relationship with stakeholders to ensure success in all your endeavors. The primary course objectives include:

Course Objectives

- Understand stakeholder interests: Learn what stakeholder management is, its definition, and how to identify and address the interests of your stakeholders.
- Differentiate between influence, persuasion, and negotiation: Master these critical skills and understand when and how to use each effectively in managing stakeholders.
- Develop a stakeholder participation management plan: Learn how to create a comprehensive strategy for managing stakeholder involvement throughout the project lifecycle.
- Evaluate stakeholder participation using an evaluation matrix: Understand how to measure and assess the success of your stakeholder management activities.
- Implement your plan within the project charter: Learn how to integrate your stakeholder management plan into the project's overarching goals.
- Leverage the change control plan: Use the change control process to ensure that stakeholder needs and expectations are continuously managed.
- Build trust with stakeholders: Learn the best practices for creating and maintaining trust in stakeholder relationships.
- Manage conflicts using negotiation and persuasion: Learn techniques to resolve conflicts and disputes through effective negotiation and persuasion strategies.

Course Outlines

Day 1: Foundations of Stakeholder Management and Effective Communication

- Introduction to stakeholder management.
- Understanding the psychology of communication.
- The seven biggest barriers to effective communication and how to overcome them.
- Why listening is more important than talking.



Day 2: Advanced Stakeholder Communication and Management Strategies

- Develop a stakeholder communication plan.
- Emotional intelligence EI skills needed for stakeholder management.
- Adjusting your communication method using a five-spoke model.
- Understanding the psychology of communication with stakeholders and how to use influence effectively.

Day 3: Key Concepts in Stakeholder Management

- Key definitions in stakeholder management.
- Identifying your stakeholders.
- Stakeholder analysis.
- A three-step approach to effective stakeholder management.
- Anticipating your stakeholders' likely needs.

Day 4: Building and Sustaining Stakeholder Relationships

- Developing ongoing business relationships with stakeholders.
- Identifying your stakeholders using powerful stakeholder analysis tools.
- Managing stakeholder expectations and building long-term relationships.
- Influencing and persuasion skills - what they are and how to use them.

Day 5: Advanced Influencing Techniques and Communication Strategies

- The tools of influence.
- Neuroscientific communication.
- Reciprocity: give and take.

Day 6: The Psychology of Influence in Stakeholder Engagement

- The importance of commitment and consistency.
- How social proof influences behavior.
- Liking, authority, and scarcity.

Day 7: Negotiation Skills and Strategies

- Coleman Raider's 'Bare-Bones' model.
- Negotiating styles assessment.
- Creating the ideal BATNA Best Alternative to a Negotiated Agreement.
- Introduction to reframing techniques.

Day 8: Advanced Negotiation Techniques and Strategies

- Negotiating styles, tactics, and overcoming deadlock.
- 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: Principles and Practices of Effective Stakeholder Engagement

- Ten key principles of stakeholder engagement.
- Successfully managing stakeholders.
- The power of "Agile" in stakeholder management.
- Practical people engagement strategies.

Day 10: Enhancing Stakeholder Engagement through Empathy and Effective Communication

- The power of empathy in stakeholder management.
- Running effective stakeholder meetings and keeping accurate records.
- Conducting more effective virtual meetings.
- Building trust with stakeholders remotely.
- Applying lessons learned and obtaining feedback from stakeholders.

Why Attend This Course: Wins & Losses!

Have you ever wondered why stakeholder management is crucial to project success? Simply put, success in project management heavily relies on how well you manage your stakeholders. This course provides you with the knowledge and tools to develop effective stakeholder management strategies, enabling you to engage and influence both internal and external stakeholders.

By attending this course, you will:

- Improve your stakeholder management skills, increasing the likelihood of project success.
- Learn how to manage stakeholders at a global level using advanced stakeholder management tools and techniques.
- Understand the importance of stakeholder management and how to optimize these processes for efficiency.
- Discover how to effectively manage stakeholders and create lasting partnerships that contribute to positive project outcomes.

Conclusion

Stakeholder management is a critical skill in project management. This course equips you with the necessary knowledge and tools to manage stakeholders professionally and effectively, ensuring the success of your projects. Whether you're looking to understand stakeholder management, improve your approach, or learn new techniques, this course is the ideal choice for you.

By mastering effective communication strategies and negotiation skills, you'll be prepared to handle internal and external stakeholders, driving successful outcomes in any project or initiative. Join us to enhance your stakeholder management skills and achieve impactful results in your work.



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