

Stakeholder Management

Overview

Duration: One Day

A stakeholder can be defined, in simple terms, as any person or organisation whose behaviour or actions will have an impact on a result.

This course aims to help attendees identify their stakeholders; learn how to establish behavioural styles, understand the relationship between the style and their own, and use this knowledge to build a strong working partnership that gets results.

By following a logical progression, through identification of stakeholders; initial contact; mapping of aims and ongoing planning, increased positive results can be achieved.

The early identification of the key influencers will ensure that projects are well managed from the start. Communication can be effectively tailored to the right people to guarantee an easier flow of information and quicker decision-making. In the longer term, projects will require less micromanagement as all involved will have a clear understanding of progress and goals.

Description

Using proven techniques and methods, this course will teach a full process for the best possible management of key Stakeholders.

Topics covered:

- **Stakeholders Analysis** – To get the best out of stakeholders, it must be fully understood how they will fit into a project. Stakeholder analysis is a method of breaking down the full picture to identify and understand the key players.
- **Understanding Stakeholder Behaviour Styles** – Once Stakeholders have been identified, and prioritised, we need to look at how our own behavioural style interacts with theirs. What style are you?
- **Identifying Stakeholder Needs** – Once stakeholders have been identified, and we have examined how behavioural styles interact, the next step is to look at how to work best with each one.
- **Securing Stakeholder Agreement** – Once initial meetings have taken place, and ideas have been discussed, a progression plan can be created. The vital point of any ongoing plan is to gain the agreement of all key Stakeholders, without which the project stalls.
- **Ongoing Stakeholder Management** – The long-term success of your project will be reliant on the long-term contentment and involvement of your stakeholders

Who Should Attend?

Anyone in a leadership role or heading up a project that has to engage, persuade and influence other.