

Effective Stakeholder Management

COMMITMENT
PASSION
INTEGRITY
EMPATHY

SUMMARY

In most project management research studies (including Standish Group, Ganthead, Office of Government Commerce & Princeton University) poor Stakeholder Management stands out as one of the key reason for project failure.

This 1 day workshop focuses on the three key elements critical to success – Processes, Tools and Behavioural Competencies required to successfully manage and influence. Through the workshop participants learn the principles of engaging and influencing the right people in the right way to ensure the support and resources required for success.

KEY BENEFITS

- Learn the significance of stakeholder management (the what? and why?) to project success
- Gain understanding of the processes and tools for successful stakeholder management
- Understand the required leadership and behavioral competencies to influence and gain the support of key stakeholders

COURSE OUTLINE

- Key principles of influence
- Stakeholder Management – what? and why?
- Identifying stakeholders and their levels of interest and influence in your project
- Using an Influence/Interest matrix to highlight stakeholders and their advocacy levels
- Mediums of Communication
- How to be outcomes-driven for success
- Accountability and ownership
- Listening to create empathy and eliminate resistance
- Overcoming resistance from critics and blockers

SCHEDULE & FEES

To maximise the learning outcomes of this course, we recommend that participants have first completed the one-day Communicating To Influence workshop,

This course can be run on your site for groups of 10 or more. Refer to the Public Training Calendar on our website for dates and fees.