STAKEHOLDER MANAGEMENT

One of the most critical aspects of project management is doing what's necessary to develop and control relationships with all individuals that the project impacts.

In this article, you will learn techniques for identifying stakeholders, analysing their influence on the project, and developing strategies to communicate, set boundaries, and manage competing expectations.

OVERVIEW

In this seminar, the participants will learn and train the most important and salient communication steps and techniques in steering projects and involving all stakeholder. They will acquire practical skills to prepare and plan for project communication by applying fundamental concepts of principled communication. In so doing, they will be prepared to face even the most challenging situations to ensure the success of their projects.

TARGET GROUP

Stakeholder management training will benefit all who would like to improve their skills for a sovereign and effective project communication. It is particularly useful for those who regularly take part in projects such as, project managers, group managers, and development teams. In this stakeholder management seminar the participants will learn concepts and tools that will help achieve their goals, foster growth and understanding, and promote successful project plans.

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STAKEHOLDER MANAGEMENT

SEMINAR CONTENT

- Your role in steering and communicating project developments
- Considering who stakeholder are
- Expectations and demands stakeholder have
- Stakeholder analysis
- Discerning the impact of stakeholders on projects
- Planning project communication
- Documenting and informing
- Skills for effective communication
- Dealing with resistance and objections

The following content offers an overview of possible content for this training. A curriculum will be finalized, based on the individual needs of the participants, resulting from the individual needs and learning analysis.

Unit 1: Your role in steering projects

- Responsibilities of project managers
- Considering the impact of projects on others
- Considering one´s own communication style

Unit 2: Stakeholder analysis

- Who are the stakeholders for this project
- Analysing stakeholders and categorizing their impact and interest
- Considering expectations and demands

Unit 3: The communication plan

- Research communication audit
- How to develop a communication plan
- Key tools for a plan communication process
- Planning for multi stakeholder environment
- Project Reports and protocols

Unit 4: Report performance

- Communications channels
- Distribution information process
- Timetables and timelines
- Considering frequency and level of information

Unit 5: Dealing with difficult situations and resistance

- Responding to unexpected questions
- Expecting and anticipating resistance
- Dealing with resistance

Unit 6: Next steps

- Defining next steps and actions to be taken
- Documenting next steps
- Ensuring reliability

Summary: Review & Action-Planning

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