



Stakeholder management

This course is designed for project leaders or those managing multiple stakeholders. Strong stakeholder managers understand the drivers and manage the expectations of all those impacted by their work. This course helps participants to understand the various communication styles and engage in purposeful conversation. Participants will learn how to build aligned relationships which foster a mutual understanding of timescales and deliverables.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

Key course elements

Defining stakeholder Management

- Stakeholder mapping – understanding who they are and how they measure success
- Establishing your overall role purpose and engaging stakeholders in your success

Styles and Drivers

- Understand the varying styles and expectations of personality types
- Building rapport and developing communication strategies that promote listening and problem solving

Techniques for influencing

- Using concrete anchoring to demonstrate control
- Establishing workable standards and realistic timescales
- Influencing using aligned language

Participants will learn to...

- Understand the key goals of their stakeholders
- Use influencing techniques to establish realistic targets
- Use different approaches for different personality types
- Identify, map and manage your stakeholders
- Leverage supporters and manage and/or convert detractors
- Create a communications strategy for managing key stakeholder relationships



"Great presentation of data, down-to-earth and amusing presenter. Group activity/group discussions very engaging and useful."