

Effective Project Stakeholder Management

Target Audience: Project Managers, Work Stream Leaders and project members. Also roles outside of the project environment that wish to learn about how to best understand and manage their stakeholders.

Key Learning Outcomes

- Understand the elements of the project management life cycle and how it applies to case work.
- Know how to use project management tools and techniques for structured workflow planning – how tasks are structured, who performs them, what their relative order is, how to manage task and resource dependencies and build in the information flows to support the case through to conclusion.
- Learn how to professionally manage your project stakeholder expectations and how you engage them throughout the project.
- Discover how to manage multiple cases using standard workflows and project control principles to help you stay on top of your workload.
- Use proven best practice methods to increase flexibility and develop greater adaptability to the changing business environment.

Course Experience

- ✓ Theory: Latest best practice
- ✓ Team discussions
- ✓ Individual and group exercises
- ✓ Relevant case studies
- ✓ Technique application practice
- ✓ Personal action planning

Course Outline

DAY 1

Positioning Stakeholder Management in the Context of your Role

- The Project Life Cycle
- The Consulting Life Cycle
- The Stakeholder Management Life Cycle
- Working with the Organisation Culture

Developing a Stakeholder Engagement Plan

- Identifying and Analysing your Stakeholders
- Mapping Stakeholder Value Drivers
- Clarifying and Managing Expectations
- Stakeholder Communication Planning

Influencing Tactics to Gain Commitment and Support

- Factors which Foster Power in the Organisation
- Building Rapport and Trust
- Key Push and Pull Influencing Tactics

DAY 2

Key Considerations for Effective Stakeholder Communication

- Perceptual Filters in Communication
- Ingredients of Effective Communication
- Understanding and Managing Different Personality Styles
- Media Richness and Using Different Channels for Maximised Effect
- Questioning Techniques for Gathering Information
- Status Reporting

Engaging Stakeholders through Change

- Communication Methods for Change Management
- Understanding the Reaction to Change
- Minimising Resistance to Change
- Change Facilitation Methods
- Handling Disagreements
- Managing Conflict

Evaluation Effectiveness

- Wash-up Meetings and Lessons Learnt
- Relationship Management and Continuous Improvement

Pre-Course Work: Completion of Pre-Course Questionnaire

Course Material: Includes facilitator's slides, exercise worksheets, background reading/articles and recommended books

Ideal Number of Participants: 9

Maximum: 12

Minimum: 2