Stakeholders Management for Business Leaders

Course Duration: 2-day; Instructor-led
Time Schedule: 9am-5pm
Lunch: 1:00pm- 2:00pm
Morning Tea-break: 10:30am-10:45am
Afternoon Tea-break: 3:30pm -3:45pm

INTRODUCTION
It is a key ingredient to a successful project. It is very important to understand who the stakeholders are and how they would react to the project. Many times, projects management deals only with internal stakeholders and forgo external stakeholders.
As the world of business changes, it is also important to understand how external stakeholders would react to the project as well. This would give it a more holistic view of the project and thus cover more angles to the success of the project.

It this 2-day course here are the some of the key areas it would cover:

Strategy to Manage Stakeholders
You will manage your stakeholders as follows:

- You will give the highest priority to the core group because this group has all the attributes.
- The next highest priority should be given to dominant, dangerous, and dependent stakeholders because they have a mix of any two attributes.
- The lowest priority group consists of discretionary, demanding, and latent because they have one attribute. You will give little importance to these stakeholders but observe them because you never know when they will change their salience.

Changes in Stakeholders' Attributes
The project environment is dynamic, so you will continuously get new stakeholders and lose old ones. Stakeholders' attributes can change as the project progresses. A powerless stakeholder may become powerful, and an illegitimate stakeholder may become a legitimate one.

COURSE OBJECTIVE
This 2-day program: Is to provide participants with the knowledge and skills necessary to identify and analyze stakeholders, asses their needs and expectations. Participants would be able to develop strategies for increase effective of the the stakeholder engagement and communication. It is designed to support participants to understand the importance of stakeholders management and to provide them with practical tools and techniques to be more effective.

METHODOLOGY

During the course it would be driven by groups discussion as they build their initial stakeholders management board. This board could be further customized later as they get more clarity and feedback from stakeholders.

TARGET AUDIENCE

Business leader, project manager, program manager, Department head, Managers etc.

COURSE CONTENTS

Module 1: Define them

- Who are the stakeholders? Their drives
- Listing all the stakeholders not just the obvious ones
- Identifying primary and secondary stakeholders" Learn to manage and capitalized. (Understanding their areas of concern and expectation)

Module 2: What is Stakeholder Management?

- Use the MIS technique (Manage, Inform, Satisfy)
- Power – Influence Grid
- Importance- Influence Grid
- Engage the "Beast"

Module 3: Communication

- Understand how to develop a communication plan for stakeholders.
- Listing the barriers to communication.
- Determine the practices for effective communication for each group of stakeholders.

Module 4: Stakeholders handling Tactics.

- Discover the characteristics of the stakeholders.
- Identify points of communication, manage communication effectively with all stakeholders.
- Identify what kind of reports needs to be shared with each of the stakeholders.
- What's the best medium of communication for each stakeholder.

Module 5: Ahead of the Curve, Rise Wise

- The humanistic approach
- Compromise for a win win?
- Determine the approach to manage the stakeholders.
- Understand how to build internal capacity
- Building credibility, to assert or not to assert?

Module 6: Evaluation and Action plan

- Review the plan of engagement
- Getting stakeholder's feedback
- Creating an action plan for feedback and further discussion.