Course Outline

Stakeholder Management:
An Introduction   1 Day

Do you want to build higher levels of support for your projects? Would you like people to engage positively with a change process? Or do you want to gather input into a work process or system? Then you need to master the art of stakeholder management. Learn to identify who holds a 'stake' in your project, change plan or processes.

Get buy-in by briefing your stakeholder groups effectively. Use focus group and needs analysis techniques to pinpoint stakeholder needs. Develop a communications plan which caters to the needs of your stakeholder groups. Manage meetings in order to maintain engagement and get high-quality contributions from stakeholder groups.

What you'll learn to do in this course

You'll come out of this session with powerful tools for managing your stakeholders. You'll talk through examples and enjoy practical exercises. At the end of the course, you should be able to:

- Identify key stakeholders in your project or issue
- Brief stakeholders, frame their roles and establish boundaries on those roles
- Assess and address the needs, concerns and expectations of stakeholder groups
- Create a communications plan to promote stakeholder engagement
- Lead project and problem-solving meetings effectively

Topics you'll cover

- What is stakeholder management?
- Identifying who holds a 'stake' in your project
- Briefing and engaging your stakeholders
- Conducting needs analysis interviews
- Running focus groups
- Creating a communications plan
- Getting the most from stakeholder meetings

What others have said about the course...

'Interesting, engaging, great practical strategies to practice and implement'
Juliette. University of Western Sydney College 2015

'Good hands on training with excellent interaction and learning opportunities'
Lutan.Thales Australia 2015

'Well run, well presented, excellently lead and managed. Solution focussed'
Natasha. Calvary Mater 2015

'Helpful for planning, reflecting, diagnosing and building on practical skills'
Joey. Smart Design Studio 2015