

Stakeholder Management

General Objectives

During the course trainees will identify what stakeholders do to generate an environment conducive to success, because it gives them the opportunity to feel involved, express their opinion and receive adequate information about what is happening. This involvement substantially increases the likelihood of success as it reduces the occurrence of conflicts and deviations.

Specific Objectives:

At the end of the course the trainees were able to:

- Identify who the stakeholders are and recognize the importance of stakeholders in an organization.
- Define and implement a communication management strategy with stakeholders

Recipients:

All employees with decision-making functions such as: Executives, Project and Process Managers, Human Resources Professionals and Public and Private Sector Professionals.

Duration:

18 Hours

Content Program:

Module I - General Framework

- Impact on Results. Control Techniques. Cost Management Systems.

Module II - Stakeholders in Organizations

- Why Stakeholder Management?
- Stakeholder management: scope of the concept
- Power and influence - essential for stakeholder management
- Will conflicts still exist?

- Discussion and case study

Module III - Who are the Stakeholders?

- Good practices and models for stakeholder management
- Stakeholder management in projects and operations
- How to identify stakeholders?
- The impact of dissatisfied stakeholders
- Practical exercises and Dynamics

Module IV - Strategy Development

- Do different people deserve different treatment?
- How to decide the approach?
- Communication: a powerful weapon
- Stakeholder management as a risk treatment
- Practical exercises and case studies

Module V - Implementing and Sustaining

- Turning strategies into results
- Is the environment static?
- Strategy: does it last forever? When to change?
- Warning signs
- Critical success factors
- Practical exercises