

Engaging and Managing Stakeholders

Creating Inseparable Partnerships

A key success factor in any business enterprise is managing stakeholders' needs and expectations. In this workshop you will learn how to identify the right stakeholders, understand their roles, obtain their 'buy-in', align and prioritize their requirements to organizational strategies, and manage their expectations. You will also learn to determine when and where to engage them, the optimum level of effort to allocate to each stakeholder, and other critical skills for continuous stakeholder engagement.

The workshop covers a disciplined structured framework to stakeholder management. You will gain stakeholder engagement tools and techniques you can immediately apply back at work.

Takeaways

- Understand the power of relationships and how relationships can influence key people and groups
- Improve your ability to identify the right stakeholders
- Ensure crystal clear understanding with stakeholders of their role
- Communicate with stakeholders to uncover their needs, expectations and motivation
- Identify stakeholder barriers before they occur
- Build a pragmatic approach to stakeholder engagement
- Define a stakeholder engagement strategy
- Plan, execute and refine a stakeholder engagement plan
- Generate cooperation, collaboration and consensus with stakeholders
- Use a structured process to balance stakeholder's conflicting needs
- Apply proven techniques and best practices to effectively and continuously engage and influence key stakeholders

Audience

The workshop is designed for those who want to strengthen stakeholder engagement and relationships; i.e. Business Analysts, Subject Matter Experts, Project Managers and Project Team Leads, Program Managers, General Managers, Operational Managers and key Stakeholders.

Program Content

Stakeholder Management Framework

- Key understandings to share with stakeholders - tips
- Stakeholder characteristics
- Why engage stakeholders?
- Challenges in identifying the right stakeholders

Planning Stakeholder Management

- Creating the stakeholder engagement strategy
- Identifying stakeholders
- Assessing and categorizing stakeholders
- Discovering stakeholder motivations
- Defining stakeholder roles and responsibilities
- Creating the stakeholder engagement plan

Managing and Monitoring Stakeholder Engagement

- What is stakeholder engagement?
- When and how to maintain stakeholder engagement throughout the project or business endeavour
- Executing and refining the stakeholder engagement plan
- Developing a stakeholder dual action plan
- Strategies for dealing with stakeholder conflicts and difficult stakeholders

Workshop Wrap-Up

- Avoiding mistakes of the past: tips to remember
- Individual opportunities for improvement

Program Format

This hands-on workshop includes simulated exercises of “real-world” business and project environments. In addition, dialogue sessions, reviews and guided feedback from the instructor will facilitate skill development and idea sharing.

The program is aligned to the Project Management Institute’s (PMI®) standards.

Special Features

As part of the workshop, you will receive:

- Workshop templates and other hand-outs
- Book and website references
- Professional Development Unit (PDU) credits

**This course qualifies for the Sauder Professional Project Management Certificate Program*

Program Leader

Denise Holleran-Boswell, PMP is the Founder and Managing Partner of Collaborators In Knowledge Inc., the “CIKI Learning Centre”. An expert in portfolio, program and project management, she brings more than 40 years of practical experience in managing, auditing and rescuing multi-million dollar projects. As a workshop leader, she has also trained thousands of students from the private and public sectors in the best practices of portfolio and project management. She is the past President of the Society of PMPs of Greater Vancouver, acts as an advisor to UBC’s Business Analysis and Program Management Certificate programs, and is a part-time faculty member at the Sauder School of Business, where she is the Program Leader for the Certificate in Professional Project Management.

To Register

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