



AVENTIS
LEARNING GROUP

Effective Stakeholder Engagement: How to Engage, Inspire and Manage Difficult Stakeholders

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Introduction



Stakeholder engagement is the process by which companies communicate and get to know their stakeholders. By getting to know them, companies are able to better understand what they want, when they want it, how engaged they are and how the companies' plans and actions will affect their goals. Furthermore, they can improve their communication and rethinking their strategies and operations, having long-term benefits such as brand reputation or first mover advantage.

How Effective Stakeholder Engagement Can Help You & Your Organization?

Strong stakeholder engagement is perhaps the most critical factor for achieving successful business growth and strategy execution in our fast-paced world. As business evolves, you will require stakeholder management for many business activities including operational readiness review, including transition plans, new process documentation and training, new technology rollout, and cultural readiness assessment.

1 Day Effective Stakeholders Management Masterclass

This 1-day workshop aims to share with you the skills and steps you need to identify key stakeholders, gain their trust, and build relationships through effective communication. You will also learn how engage your stakeholders in the right way through the use of performance metrics, effective meeting management, and informal governance. This workshop also serves as a refresher for you to review and revise your current engagement strategy. You will learn useful tips on how to guide internal discussions and the most effective approaches to stakeholder engagement.

Learning Outcomes

At the end of this session, learners will be able to:

1. Define what Stakeholder Engagement is and Utilize the Five-Step Approach
2. How to easily identify all of your key stakeholders and mapped them into different groups
3. Know-How to review Stakeholder Mapping, identify advocates and gain buy-ins.
4. Identify the Steps to engage difficult stakeholders
5. Apply useful negotiation Tactics to turn on your charm or turn up the heat according to different situations.
6. How to create a Dual Action Plan and Ensure Close Follow-Ups



Course Outline

Module 1: Workshop Introduction

- Empowering Stakeholder Engagement: Workshop Objectives and Agenda
- Strategic Significance of Stakeholder Engagement for Organizational Excellence

Module 2: Navigating Stakeholder Landscapes: Methods for Identification and Analysis

- Uncovering Stakeholders: Methods and Techniques for Identification
- Maximizing Stakeholder Influence: Methods for Effective Mapping and Analysis
- Unlocking Stakeholder Expectations: Approaches to Gain Insight into Interests, Needs, and Expectations

Module 3: Stakeholder Engagement Strategies

- Dynamic Stakeholder Engagement: Strategies for Engaging Stakeholders with Varied Levels of Influence and Interest
- Strengthening Stakeholder Relationships: Approaches to Establish Trust and Enhance Credibility
- Multi-channel Engagement: Approaches for Maximizing Communication and Engagement with Stakeholders

Module 4: Stakeholder Engagement Tools and Techniques

- Collaborative Approaches: Methods for Promoting Stakeholder Communication and Cooperation
- Stakeholder engagement frameworks (IAP2, AA1000SES, RISE)
- Digital Engagement Strategies: Harnessing Technology for Effective Stakeholder Interaction

Course Outline

Module 5: Collaborative Decision-Making

- Stakeholder Inclusion: The Key Significance of Involving Stakeholders in Decision-Making
- Multi-Stakeholder Dialogue: Methods for Encouraging Collaboration in Decision-Making
- Integrated Value Creation: Strategies for Aligning Stakeholder Interests with Organizational Objective

Module 6: Building Strong Stakeholder Relationships

- Continuous Engagement and Communication: Approaches for Sustaining Long-Term Relationships with Stakeholders
- Trust-Based Engagement Strategies: Techniques for Building Trust and Fostering Effective Stakeholder Relationships
- Social Media Monitoring and Sentiment Analysis: Leveraging Digital Tools to Gauge Stakeholder Sentiments and Gather Real-time Feedback

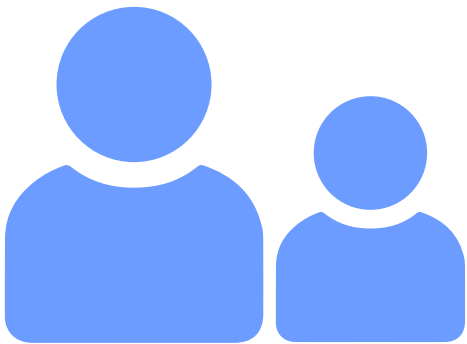
Module 7: Putting it into Practice: Group Activity

- Stakeholder Engagement Innovation Lab: Collaborative Group Work for Resolving Engagement Challenges
- Best Practices Exchange: Sharing Solutions and Facilitating Peer-to Peer Discussions on Stakeholder Engagement

Module 8: Workshop Wrap-up and Next Steps

- Recap of key concepts and learnings
- Actionable Takeaways: Translating Workshop Insights into Actionable Steps for Individual Work

Who Should Attend?



- **Project management professionals**, including Project Managers, Program Managers, Project Directors, Portfolio Managers and Project Management Office (PMO) Managers;
- **Consultants, researchers and analysts** including Change Managers, business analysts, Management Consultants, Business Consultants, Business Analysts, Requirements Managers, Independent Consultants and Business Owners
- **Those responsible for managing resources**, including Practice Managers, Line Managers and Resource Managers
- **Business Managers and leaders**, including Executive Management, Line Managers / Operations Managers with project responsibilities
- **Those responsible for project funding and benefits management**, including Project Sponsors, Finance Directors, Project Directors, Account Managers, Account Directors
- **New and aspiring managers** looking to develop and progress their careers and needing to learn how to cultivate and develop business relationships

Course Details



1 Day
9am - 5pm (Classroom)
930am - 4.30pm (Virtual)



Classroom Learning at
Holiday Inn Orchard City
Centre / **Virtual Learning**
via Zoom



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\$635 Before GST



Trainer's Profile



Personal and Organisational Effectiveness Master Trainer and Certified Advanced Behavioural Analyst: Ivan Phua

With his easy-going and relational communication styles, Ivan helps build rapport with participants and draws out key learning concepts for effective learning. He is creative, dynamic and he inspires clients to improve their performance by changing their attitudes and developing their skills and knowledge. As a coach, he brings the best out of them through critical thinking; solving issues by analyzing the situation, identifying possible solutions, deciding the right approach in order to achieve the desired outcome or the “*aha*” moments.

Ivan has held various management roles including Sales and Marketing, Operations and Services in various industries. Using his critical thinking skills, he is able to think reflectively and independently in order to make thoughtful decisions. By focusing on root-cause issues, his critical thinking skills helped organizations avoid impending problems that can result in undesirable consequences.

Ivan has completed the Advanced Certificate in Training and Assessment (ACTA) with the Singapore Training & Development Association (STADA), the training division of the Singapore Workforce Development Agency (WDA). He is a Certified Behavioural and Career Consultant (CBCC) as well as a Certified Advanced Behavioural Analyst (CABA) with the Institute of Motivational Living (IML), an authorized provider by the International Association for Continuing Education and Training (IACET), USA. Ivan is also Certified as The Leadership Challenge Trainer (TLC), a leadership programme using the Leadership Practices Inventory® (LPI), a 360-degree leadership behavior assessment, developed by Jim Kouzes and Barry Posner, USA. He is also a Certified R3 Factor Trainer from Relationship Help Center, USA.

Testimonials

"Good use of activities to draw the learning points. Trainer is good in engaging everyone and got all to share and participate."

- Alina Ng, Admin Executive for Banking Services

"Besides the ability to learn through doing and encouragement from the trainer. The workshop had also helped me to discover more about myself and reminded me of what I've learned in the workshop to put to practice at my workplace."

- Sylvia Thay, Medical Technologist for Research

"Ivan is knowledgeable and well-prepared... He is able to effectively answer everyone's questions."

- Ms Ong Li Sa, Senior Supervisor for Retail Chains