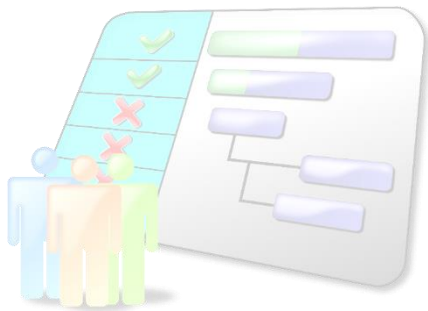




安讯教育与科技有限公司
Axon Consultancy Sdn Bhd

Mastering Strategic Stakeholder Management for Organizational Success

It's crucial for project success, as stakeholder can significantly impact a project's outcome



TRAINING DETAILS

08TH TO 09TH October 2022

Duration : 2 Days

Training Hour : 9am to 5pm

RECOMMENDED PARTICIPANTS

- Project/Functional managers & executives who may be directly or indirectly involved in managing stakeholders either in a supportive, managerial or operational capacity
- Professionals who are tasked in dealing with vendors and customers on a regular basis to ensure project objectives are met.



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COURSE INTRODUCTION:

[Stakeholder management] is the process of identifying, analysing, and engaging with individuals or groups who have an interest in a project or organization. It's crucial for project success, as stakeholders can significantly impact a project's outcome. Effective stakeholder management involves understanding their needs, expectations, and concerns, and strategically aligning organizational decisions and actions to foster positive relationships and mutual understanding.

COURSE OBJECTIVES:

[Identify Stakeholders]

Learn techniques to identify individuals and groups who are affected by or can affect a project or organization.

[Analyse Stakeholders]

Understand stakeholder needs, expectations, influence, and potential impact on the project or organization.

[Prioritize Stakeholders]

Learn to categorize stakeholders based on their level of interest, influence, and potential impact.

[Understanding Stakeholder Perspectives]

Recognize different viewpoints and perspectives of various stakeholders to better manage expectations and potential conflicts.



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COURSE FOCUS AREAS:

[Stakeholder Identification and Analysis]

Learning how to identify all relevant stakeholders, understanding their roles, interests, and potential impact on the project or organization.

[Stakeholder Engagement Strategies]

Developing and implementing strategies for effectively engaging stakeholders, including communication plans, feedback mechanisms, and conflict resolution techniques.

[Communication and Relationship Management]

Improving communication skills, building trust, and managing relationships with diverse stakeholders.

[Stakeholder Expectations Management]

Understanding stakeholder expectations and developing strategies to manage them effectively.

[Change Management]

Organizational navigation changing and engaging stakeholders throughout the change processing.

[Stakeholder Management Tools Utilizing]

Learning to use various tools and techniques, such as stakeholder maps, power/interest grids, and communication plans.



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LEARNING OUTCOMES:

Upon Completion, Participants will be able to :

A. Project Outcomes Improvement

Increased stakeholder buy-in and collaboration leading to better project delivery.

B. Conflicts Resolution

Proactive stakeholder management minimizing the conflicts and disputes.

C. Communication Enhancement

Effective communication improves transparency and builds trust.

D. Efficiency Improvement

Streamline the stakeholder engagement processes to achieve time and resources saving.

E. Relationship Powerful

Building strong, positive and powerful relationships with stakeholders and fosters a more collaborative environment.

TRAINING METHODOLOGY:

Venessa's training methodology for stakeholder management course is designed to create a dynamic and impactful learning experience that transforms participant into cohesive, motivated, and high-performing units. Her approach is characterized by the following key elements:

- Interactive Lectures
- Real-Life Case Studies
- Role Plays & Simulations
- Group Exercises & Presentations
- Action Plan Development



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Day 1: Foundations and Planning

Module 1: Understanding Stakeholder Management in Corporate Context

- Definition and strategic importance
- Stakeholders vs Shareholders
- Key drivers of stakeholder expectations

Module 2: Identifying and Classifying Stakeholders

- Stakeholder mapping techniques (e.g. Power/Interest Grid)
- Internal vs external stakeholders
- Group exercise: Stakeholder Identification for your department

Module 3: Stakeholder Needs and Expectation Analysis

- How to gather stakeholder data (interviews, surveys, CRM)
- Tools to assess and prioritize needs
- Case Study Discussion: A failed project due to stakeholder misalignment

Module 4: Building the Stakeholder Engagement Strategy

- Communication matrix: Who needs what, when, and how?
- Balancing influence and empathy
- Strategic alignment with corporate goals



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Day 2: Execution and Influence

Module 5: Effective Communication and Influence Techniques

- Verbal, written, and visual communication methods
- Stakeholder persuasion: using logic, data, and emotion
- Role play: Difficult stakeholder scenarios

Module 6: Conflict Management and Negotiation with Stakeholders

- Types of stakeholder conflict
- Conflict resolution models (e.g., Thomas-Kilmann)
- Win-win negotiation techniques

Module 7: Monitoring and Measuring Stakeholder Engagement

- KPIs and success indicators
- Feedback loops and engagement scorecards
- Post-project stakeholder review methods

Module 8: Applying Stakeholder Management to Real Projects

- Hands-on workshop: Stakeholder plan creation
- Group presentations and peer review
- Action plan for implementation at workplace



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