

Advanced Stakeholder Management (1 Day)

Course Overview

Stakeholder management training enables business professionals to develop the skills necessary to deal with a different stakeholder relationships and demands related to a project or business goal. Project management success is crucially linked to the satisfaction of the stakeholders involved. Keeping all interested parties on board with the direction of an evolving project requires a key set of management skills.

In this course you will learn techniques for identifying stakeholders, analyzing their influence on the project, and developing strategies to communicate, set boundaries, and manage expectations. By successfully managing your stakeholders, you will be better able to keep a lid on scope creep, ensure project requirements are aligned, understand tolerance for risk, and mitigate issues that would otherwise delay the project.

Prerequisites: Experience working on a Project Management team with Stakeholders.

Course Outline

1. The Case for Multi-Dimensional Stakeholder Management
 - a. Background
 - b. Warning Signs
 - c. Top 10 Reasons Projects Succeed
 - d. Science and Art

2. Definitions and Perceptions
 - a. Common Stakeholders
 - b. Stakeholder Analysis Matrix
 - c. Stakeholder Management Tools
 - d. Communications Management Plan
 - e. Stakeholder Relationship Complexity

3. The Other Dimension
 - a. Behaviors
 - b. The Political Landscape
 - c. Influencing Tools
 - d. Managing Types and Tactics
 - i. The Bully
 - ii. The Meddling Stakeholder
 - iii. The Overbearing Stakeholder
 - iv. The Poor Stakeholder
 - v. The Untrustworthy Stakeholder
 - vi. The Indecisive Stakeholder
 - vii. The Unavailable Stakeholder
 - viii. The Ideal Stakeholder
 - e. Stakeholder Analysis Checklist – Multiple Dimensions
4. Stakeholder Management
 - a. Identify Stakeholders
 - i. Exercise: Create a Stakeholder Register
 - b. Prioritize Your Stakeholders
 - c. Stakeholder Matrix
 - i. Exercise: Create a Stakeholder Matrix
 - d. Key Questions that can help you understand your Stakeholders
5. Stakeholder Planning
 - a. Power/Interest Grid
 - b. Plan your Approach to Stakeholder Management
 - c. Think Through What You Want from each Stakeholder
 - d. Identify Messages You Need to Convey
 - e. Identify Actions and Communications
 - i. Exercise: Create a Stakeholder Strategy Plan
6. Key Points and Recap – Next Steps