

## Stakeholder management

### Who it is for

Consultants, inspectors, project managers and change managers.

Anybody who has to undertake an organisational project which depends for its success on the successful management of a range of internal and/or external stakeholders.

### Objectives

By the end of the course participants will:

- Understand the concept of stakeholder and why it is important, be able to identify the stakeholders in any piece of work they are involved in and be able to assess their likely point of view.
- Have available a repertoire of tactics to engage with stakeholders and understand the key criteria to help them develop a strategy and choice of tactics.
- Have improved their intervention skills and their ability to respond flexibly and appropriately to the stakeholders they interact with.

### Content

- The meaning, importance and use of the stakeholder concept.
- Stakeholder identification.
- Stakeholder analysis.
- Strategic and tactics for managing stakeholders.
- Intervention with stakeholders.

### Approach

The course is highly practical and consists mainly of exercises in large and small groups followed by review and feedback. Key concepts and methods are presented.

The second morning consists of a simulation exercise to explore the concepts and skills in a practical way. The course ends with an action coaching session.

### Duration

Two days.

### Tailoring

The exercises are tailored to individual client needs.

