

Effective Stakeholder Engagement

A 2-day training course for corporations, government organizations, and medium-sized enterprises

Course Objectives

- Learn how to manage and engage with stakeholders effectively
- Master business interaction skills with stakeholders
- Discover the best approaches to managing team conflicts and building a cohesive team
- Apply best team coaching and mentoring skills to enhance team performance

Who Should Attend

Middle and senior managers from all management fields, both technical and non-technical

Module Outline

Module 1: Stakeholder Management

- Stakeholder identification
 - Types of stakeholders
 - Internal to your client
 - Vertical & horizontal
 - External to your client
 - 7 types of customers in clients' organization
 - Tools and techniques to identify stakeholders
- Stakeholder analysis
 - Understanding stakeholder motivations
 - Analysis & mapping techniques:
 - Power-Interest matrix
 - Salience model
 - Knowledge-Attitude map

Module 2: Stakeholder Engagement

- Relationship between mapping and the engagement approach
- The 7-stage stakeholder engagement process
- Develop a stakeholder engagement & communication plan (usable template)
- Key principles of stakeholder engagement

Module 3: Business Interaction Skills

- Impactful presentation:
 - Planning & preparation
 - Customer-centric approach
 - Strategies & techniques for better interaction
- Applying the Tone Diversification Matrix to create engaging conversations

Module 4: Building a Cohesive Team

- The Five Dysfunctions of a Team by Patrick Lencioni
- Characteristics of an excellent team player
- Effective ways to build a cohesive team
- Managing & resolving team conflicts
- Team & client management
 - Using digital collaboration tools to manage teams & clients

Module 5: Team Coaching

- "Be a coach, not a boss":
 - Difference between a coach & a boss
- Team coaching & mentoring
 - Developing a coaching plan
 - Performance follow-up