



Effective Stakeholder Management

Delivery:	Traditional classroom
Course No:	PMN-330
Duration:	1 days
Credits:	7 PDUs/contact hours or 7 CPDs

Prerequisites:	None
Course Level:	Intermediate/advanced

About this course

A key factor in the success of a project is managing stakeholder needs, wants and expectations. During this practical stakeholder management course, you'll learn how to identify key stakeholders and define their roles, establish how committed are they to the project, align and prioritise stakeholder requirements to business and organisational objectives, and gain 'buy-in'.

The course also covers communication techniques such as dealing with organisational politics, resolving conflict and managing expectations that can't be met, as well as ongoing management issues such as selling the project, maintaining commitment and status reporting.

Who should attend?

Effective Stakeholder Management is designed for executives, line managers, program and project managers, team leaders and business analysts who need some understanding of how to best manage stakeholders affected by organisational change, projects or programmes of work and service delivery. It provides insight into common models of stakeholder management, and shows how to determine and prioritise stakeholder requirements. You will learn the importance of establishing appropriate performance measures to monitor and review in managing key stakeholders and discuss common problems, such as dealing with conflict, communications roadblocks and resistance to change.

Learning outcomes

Participants will learn how to:

- Elicit and prioritise stakeholder needs.
- Understand how stakeholders impact your project.
- Know how to deal with multiple stakeholders with divergent interests.
- Understand how to manage stakeholder expectations, including quality and performance expectations.
- Understand the need to communicate your strategy to the project team, the customer, and other project stakeholders.
- Resolve conflict and competing priorities.

- Manage project public relations and organisational politics.
- Use the supplied templates and flowcharts to improve existing processes

Learning approach

The Course Director will use a variety of interactive methods during the course, including:

- Group brainstorming and discussions
- Team exercises and presentations
- Case study problem-solving
- Suggested evening assignments and readings

Short breaks will be provided for lunch and refreshments.

Course materials provided

Each attendee will receive:

- Complete set of presentation slides
- Comprehensive reference work book
- Detailed case study booklet with team problem solving exercises
- Suggested solutions to case study exercises
- Set of templates ready for implementation
- Access to additional online resources, including several video presentations
- A certificate of attendance confirming PDUs (contact hours) earned

Course outline

Topic 1 Outline of course – expected learning outcomes

- Course objectives, contents of workbook and, templates.
- Who are stakeholders?
- What is Stakeholder Management?
- Organisational factors What is a business case? When is it required? When should it be reviewed/revised?

Topic 2. Stakeholder Models

- PMI model
- Discussion – applicability to operational and project work

Topic 3 Identify Stakeholders

- The role of key stakeholders
- Importance of stakeholder identification.
- Techniques of stakeholder identification

Topic 4 Analyse Stakeholders

- Planning for stakeholder management
- Stakeholder requirements analysis.
- Aligning stakeholder requirements to business and organisational objectives

Topic 5 Understand stakeholder expectations

- How committed are they to the project?

- Getting buy-in
- Prioritising stakeholder requirements and expectations.
- Getting approval to proceed with the project

Topic 6 Manage Stakeholder Engagement

- Common communications barriers and “filters”
- Dealing with organisation politics
- Managing external stakeholders such as suppliers, regulators and the public
- Resolving conflict
- Managing difficult stakeholders.
- Managing expectations that can't be met

Topic 7 (Ongoing) Control Stakeholder Engagement

- Maintaining the commitment.
- Internal status reporting
- Reaching out to the public or customers

Course wrap up discussion: Applying the principles to the workplace

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