Managing Project Stakeholders

Why Attend

- The overall aim of this course is to assist participants in identifying project stakeholders and managing their expectations. Participants will learn how to develop stakeholder management plans, stakeholder registers, and strategies for effectively engaging stakeholders in project decisions and execution. The course also aims at sharpening participants' leadership, negotiation, communication, and conflict management skills to foster the appropriate stakeholder engagement in project decisions and activities.

Course Methodology

- The course uses a mix of interactive techniques, such as brief presentations by consultant and participants coupled with a number of psychometric assessments. The course also features the use of a number of group exercises and case studies followed by plenary discussions.

Course Objectives

By the end of the course, participants will be able to:

- Categorize project stakeholders and build the stakeholder management plan
- Analyze the interest and influence of project stakeholders
- Arrange the stakeholder communication channels and manage stakeholder conflicts
- Choose the appropriate leadership style for each project stakeholder
- Apply win-win negotiation techniques with project stakeholders

Target Audience

- Project managers, members of project offices, project sponsors, functional managers, senior management and individuals interested in project stakeholder management. Our institute has been reviewed and approved by the PMI® Authorized Training Partner Program. This course is worth 30 Professional Development Units (PDUs).

Target Competencies

- Managing projects
- Planning
- Leading
- Communicating
- Conflict resolving
- Negotiating

Stakeholder management overview

- Defining project stakeholders
- APM Definition
- PMI Definition
- A practical definition of project stakeholders
- Stakeholders management skills set
- Technical skills
- Business insights
- People skills

Categorizing and prioritizing project stakeholders

- Dimensions of stakeholders categorization
- Power and interest matrix
- Power and influence matrix
- Power and knowledge matrix
- Stakeholders engagement assessment matrix
- Developing stakeholder register
- Stakeholder management plan
- Stakeholder groups classification

Managing project stakeholder communications

- Stakeholder communication plan
- Stakeholder communication channels
- Holistic approach to communication
- Managing stakeholders in a virtual world
- Managing difficult stakeholders
- Managing project stakeholders conflicts
- Conflict management styles
- Factors affecting conflict modes

Leading project stakeholders

- Project managers as leaders
- Disciplines of leading project stakeholders
- Leadership time continuum
- Leadership capability continuum
- The leadership matrix
- The leadership matrix actions
- Choosing the right leadership style for stakeholders
- Situational leadership model

Negotiating with project stakeholders

- Types of negotiations
- Negotiation mindsets
- Critical concepts of win-win negotiation
- Characteristics of good negotiators
- Negotiations and building coalitions
- Stages of negotiation process
- Negotiation strategies
- Negotiation best practices