

## STAKEHOLDER MANAGEMENT

Effective stakeholder management is a critical component in the successful delivery of any project. Despite the fact that stakeholders can often make or break a project, they are often overlooked in the relentless pursuit of project tasks.

At its core, stakeholder management is the ability to create and maintain positive relationships through the appropriate management of individual needs, wants and expectations. Stakeholder management is a process that works best when planned and guided by underlying principles. Participants in this program will learn how to identify key project stakeholders, determine their importance and establish a communication management plan. In a highly immersive and interactive learning environment, participants will enhance their ability to have a positive influence on stakeholder engagement, improve 'buy-in' and maintain commitment to their project.

## KEY LEARNING OBJECTIVES

- Learn the key aspects of stakeholder management and stakeholder engagement;
- Understand the directions and levels of stakeholder influence;
- Learn to apply common stakeholder analysis tools to categories and prioritise stakeholders;
- Learn the key questions to help identify and understand stakeholders needs, wants and expectations;
- Learn how to develop a RACI matrix to identify different stakeholder communication approaches;
- Understand the key elements in the development of a stakeholder engagement plan;
- Learn techniques to measure and monitor stakeholder engagement levels.

## KEY LEARNING OUTCOMES

- Demonstrate an ability to identify stakeholders and assess their direction of influence;
- Determine the level of impact or influence a stakeholder has on your projects success ;
- Demonstrate an ability to prioritise and categorise diverse stakeholders;
- Use the key questions to identify and understand stakeholders needs, wants and expectations;
- Understand the key principles of stakeholder management
- Understand the key principles of stakeholder engagement;
- Use a range of tools to identify and develop a stakeholder communication plan;
- Understand the importance of monitoring and reassessing stakeholder engagement levels.



## DESIGNED FOR

The Stakeholder Management course is designed for program and project managers, team leaders and supervisors. It is particularly relevant for anyone who needs to build their understanding of how to best manage stakeholders affected by organisational change, projects or programmes of work and service delivery.

## HOW WILL I LEARN?

This course is delivered utilising our unique combination of classroom style learning, feedback workshops and a simulated learning environment. Participants will assume project leadership roles where they are provided the opportunity to practice and apply newly learnt skills and knowledge through a variety of everyday project challenges.

Learning is reinforced and enhanced in our simulation sessions with a team of highly trained specialist actors. Participants are given the opportunity to develop and refine the skills and behaviours that build effective stakeholder relationships. In our safe learning environment, participants will be challenged to demonstrate an ability to influence their stakeholders and build 'buy-in' in an intuitive and positive way.

## DEBRIEFING SESSIONS

Each simulation is monitored by a team of trained observers and followed by a facilitated debriefing session. Here participants are able to exchange their experiences and reflect on feedback provided by the observers.

Participants discover that there are many ways to approach each stakeholder interaction or challenge and how preparation, actions and behaviours influence the outcomes achieved. Participants will develop, refine and embed new skills and knowledge through an experiential learning process of practical application and critical reflection.

## ENROLMENT DETAILS

Duration: 1 day  
Date: TBA  
\$685 – Master Builders Member & Incolink Contributor  
\$1025 – Master Builders Member  
\$895 – Incolink Contributor  
\$1220 – Non Member  
Time: 8.00am – 4.00pm  
Location: BLSC - 49 Brady Street, South Melbourne