

€ TRAINING

Strategic Stakeholder Engagement





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Introduction:

This training program offers participants a comprehensive understanding of effective stakeholder engagement strategies. It equips participants with the skills and knowledge necessary to drive successful implementation of strategic initiatives.

Program Objectives:

At the end of this program, participants will be able to:

- Understand the importance of stakeholder engagement in driving organizational change and achieving strategic objectives.
- Identify key stakeholders and their interests, expectations, and influence.
- Develop strategies for engaging and communicating with stakeholders effectively.
- Build and maintain positive relationships with stakeholders throughout the project lifecycle.
- Garner buy-in and support for strategic initiatives and organizational change.

Targeted Audience:

- Managers and team leaders.
- Project managers and change agents.
- Business leaders and executives.

Outline:

Unit 1:

Introduction to Stakeholder Engagement:

- Understanding the importance of stakeholder engagement.
- Key concepts and principles of stakeholder management.
- Identifying stakeholders and assessing their interests, expectations, and influence.
- The role of stakeholder engagement in driving organizational change and achieving strategic objectives.

Unit 2:

Stakeholder Mapping and Analysis:

- Conducting stakeholder mapping and analysis.
- Prioritizing stakeholders based on their level of influence and impact.
- Developing stakeholder engagement plans.
- Strategies for building positive relationships with stakeholders.

Unit 3:

Effective Communication and Engagement Strategies:

- Developing effective communication strategies for engaging stakeholders.
- Choosing the right communication channels and tools.
- Communicating with diverse stakeholders and managing communication barriers.
- Handling challenging stakeholders and conflict resolution.

Unit 4:

Building and Maintaining Positive Relationships:

- Building trust and credibility with stakeholders.
- Maintaining ongoing communication and engagement.
- Managing stakeholder expectations and addressing concerns.
- Strategies for resolving conflicts and overcoming resistance.

Unit 5:

Garnering Buy-in for Strategic Initiatives:

- Developing a persuasive business case for strategic initiatives.
- Engaging stakeholders in the decision-making process.
- Overcoming resistance and garnering buy-in for change.
- Monitoring and measuring stakeholder engagement and satisfaction.